

INFOOnline

Price list 2020

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Content

1	General Information	1
2	Rules for Determining Annual Invoice Amounts	2
2.1	Standard determination	2
2.2	Adjustment of basis for pricing	2
3	Regulations for New Customers; Testing period	3
3.1	Regular testing period: duration and costs	3
3.2	Testing period extension	3
3.3	Reactivation of site ID	3
4	Annual Measurement Costs	4
5	Discounts and Absorption of Costs	5
5.1	Discount rules	5
5.2	Absorption of costs	5
6	Invoicing and Payment Default	6
6.1	Invoicing interval	6
6.2	Invoice dispatch; electronic invoices	6
6.3	Invoice copies and statements of account	6
6.4	Payment default: dunning charges	6
7	Prices for Additional Services	7
8	Contact	8

1 General Information

The basis for pricing shall be the the Page Impressions of stationary and mobile sites as well as Connected TV (CTV) which have been measured with the current SZM system during the calculation period.

A stationary site in terms of the price list is a site consisting of one or more websites, which can usually be accessed with a browser under the domain name of the site (e. g.: <http://www.infonline.de>).

Different domain names can be combined under a stationary site if the contents, which are available under the different domain names, are identical in content (e. g.: <http://www.infonline.eu>, <http://kundencenter.infonline.de> etc.).

Websites with different domain names and different contents can be combined under a stationary site, if this is explicitly permitted according to the regulations of the responsible IFABC (or a comparable organization) and the affiliation of the different domains or contents to a stationary site is comprehensible.

In terms of the price list, a MEW (mobile-enabled website) is a website that has been specially optimized in size, technology and usability for the display on mobile devices. Here, the same specifications apply as for stationary sites.

An app in terms of the price list is a self-contained application that is measured via a library and called up via mobile devices (e. g. smartphones). This also includes hybrid apps that call external Web content (WebViews) within a native app frame.

A Connected TV site in terms of the price list is a website or application (e. g. media library) specifically optimized for television.

2 Rules for Determining Annual Invoice Amounts

2.1 Standard determination

In general, the following applies: For the annual measurement fee of a site (see Chap. 1 - General Information) the number of Page Impressions (PIs) within a defined calculation period is taken into account and used as the basis for pricing.

In order to determine the price for existing sites, the average of the monthly Page Impressions of the 2nd calendar quarter is calculated and used as a basis for calculating the prices of the following year.

Therefore, the average of the monthly Page Impressions for the 2nd calendar quarter of 2019 serves as a basis for determining the prices for 2020.

If it is not possible to calculate the average of the monthly Page Impressions for the second quarter, the annual invoice amount for the measurement is calculated according to the new customer regulations (see Chapter 3 - Regulations for New Customers; Testing period).

2.2 Adjustment of basis for pricing

According to the customer contract (§ 9 Payment Modalities/Remuneration) there is the possibility of a further price adjustment if the site is extended or in case of special changes.

In particular, this applies to the expansion of a site by merging the measurement of separate sites or by supplementing the locallist with unrelated URLs.

INFOOnline reserves the right to calculate the basis for pricing of sites with strongly fluctuating Page Impressions on the basis of the monthly Page Impressions.

A retroactive price adjustment for already billed service periods is not possible.

3 Regulations for New Customers; Testing period

3.1 Regular testing period: duration and costs

By concluding the customer contract with INFOOnline GmbH during the online registration process, new customers order the INFOOnline measurement of their site initially within a testing period of 3 months.

Example: If an order is placed on 15 January, the testing period for the new site runs until 30 April.

The testing period (setup, measurement, etc.) costs 300,00 € for each new site.

After registering for the testing period, the customer has time until the end of the third following calendar month to prepare his site for the regular measurement by integrating the SZM tag into the site, maintaining the locallists, etc..

The calculation of the annual invoice amount for new sites is based on the last full month of the testing period.

Example: If the testing period ended on 30 September 2019, the Page Impressions measured in September 2019 are used to determine the measurement costs for the year 2020. The measurement fees for 2021 are then determined according to the rules for existing sites (see Chap. 2.1 - Standard determination).

3.2 Testing period extension

If the customer does not implement the measurement within the three-month testing period, the testing period is automatically extended by one month and charged with 100 € per month.

The invoicing takes place after the provision of service.

3.3 Reactivation of site ID

Due to legal reasons, the reactivation of a site ID is only allowed through the former contractor for the INFOOnline measurement of the site. Reactivation costs 600 €.

4 Annual Measurement Costs

All prices listed below are annual prices. All prices quoted are exclusive of the statutory value added tax.

For up to 149,999 Page Impressions per month, three price levels apply for the measurement of a site:

Page Impressions per month	Annual fee 2020 for stationary sites
0 to 49.999	150,00 €
50.000 to 99.999	245,00 €
100.000 to 149.999	350,00 €

For sites with 150,000 Page Impressions per month or more, the price is calculated with the following formula:

Average of monthly Page Impressions in the 2nd quarter of the previous year^{0,513}

(for existing sites)

or

Number of Page Impressions in the last full month of the testing period^{0,513}

(for new sites)

This results in a parabolic trajectory of prices, whereby an increase in the measured page views (Page Impressions) corresponds to a greater discount. As such the total amount payable will increase, but at the same time the price per individual measured page impression decreases.

Here are some example calculations of annual fees for 150,000 or more Page Impressions per month:

250.000 Page Impressions	$250.000^{0,513} =$	587,68 € annual fee plus VAT
570.000 Page Impressions	$570.000^{0,513} =$	896,94 € annual fee plus VAT
1.265.856 Page Impressions	$1.265.856^{0,513} =$	1.350,59 € annual fee plus VAT

For an exact calculation of your annual invoice amount please use our **cost calculation tool**: <https://kostenkalkulator.infonline.de/>

5 Discounts and Absorption of Costs

5.1 Discount rules

If more than one site is billed to the same invoice recipient (invoices can be issued to the site owner or to third parties, such as marketers), a 15% discount will be granted to the measurement fees of all sites of a common invoice recipient after the testing period.

If a second new site is added to the regular measurement or invoicing process during the quarter, the discount of 15 % will initially only be applied to the new site during this quarter. After the end of this quarter, the discount will be granted on all sites that are billed to the same invoice recipient.

5.2 Absorption of costs

The measurement costs for a site can be invoiced to a different recipient (e.g. marketers) in order to take advantage of the abovementioned discount scheme (see Chapter 5.1). To do so, INFOOnline must be provided with a current absorption of costs from the alternative invoice recipient.

Written notification of an absorption of costs is the responsibility of the respective invoice recipient (or the site owner) and must be provided to INFOOnline **prior to invoicing**. Similarly, information about the cancellation of absorptions of costs must be submitted to INFOOnline in writing **prior to invoicing**.

The absorption of costs can be sent by email to service@INFOOnline.de.

6 Invoicing and Payment Default

6.1 Invoicing interval

Invoices will be issued for all sites on a quarterly basis, in each case within the first month of the quarter in advance.

New sites added during a quarter and after the end of the testing period will also be billed on a quarterly basis (if necessary in proportion).

6.2 Invoice dispatch; electronic invoices

The invoice is sent as a PDF file via email to the invoice address specified by the customer. One email is sent per invoice; if several invoices are sent to the same invoice recipient, they are sent in separate emails.

The provision of a current and valid email address for the invoicing process is the responsibility of the customer. The customer should inform INFOOnline about any changes regarding this invoice recipient in good time via email to service@INFOOnline.de or via the INFOOnline Customer Center.

The customer has to ensure that emails coming from the address 'debitoren.rechnung@infonline.de' are accepted by the customer's mail system.

6.3 Invoice copies and statements of account

For each invoice copy or statement of account there are 5 € processing fees.

6.4 Payment default: dunning charges

The invoice amount is due for payment within 10 days of the invoice date without deduction.

In the case of payment default, the following dunning charges apply for each dunning level:

- 1. Dunning level (after 11 days from invoice date) – reminder (free)
- 2. Dunning level (after 25 days from invoice date) - 5 € dunning charges
- 3. Dunning level (after 39 days from invoice date) - 10 € dunning charges

7 Prices for Additional Services

We offer you a wide range of additional services related to the measuring system, which you can order through our Order Center or via email to service@INFOonline.de. In the following overview you will find a selection of additional services. Please refer to the respective service descriptions for information and prices:

Service	Service description (link)
Additional Logins:	https://www.infonline.de/download/infonline-service-description-additional-logins/?wpdmdl=10222
App filter:	https://www.infonline.de/download/infonline-service-description-app-filter/?wpdmdl=10207
Automatic code allocation:	https://www.infonline.de/download/infonline-service-description-automatic-code-allocation/?wpdmdl=10209
Code monitoring:	https://www.infonline.de/download/infonline-servicebeschreibung-code-monitoring/?wpdmdl=3314 <i>(currently only available in German)</i>
IDAS demographic reports	https://www.infonline.de/download/infonline-service-description-idas-demographic-reports/?wpdmdl=13471&refresh=5ddf806f8c0321574928495
Log File Provision (Advanced):	https://www.infonline.de/download/infonline-service-description-log-file-provision/?wpdmdl=6560
Special QA:	https://www.infonline.de/download/agof-service-center-servicebeschreibung-sonder-qs/?wpdmdl=3581 <i>(currently only available in German)</i>
XML Download:	https://www.infonline.de/download/infonline-service-description-xml-download/?wpdmdl=6832

Further additional services can be found in the download area of our website under the following link:

<https://www.infonline.de/downloads/services/>

8 Contact

You can contact the Customer Service team any working day between 9 a.m. and 6 p.m. by

telephone:

0228 / 410 29 – 77

e-mail for organisational queries:

service@INFOOnline.de

e-mail for technical queries:

support@INFOOnline.de

