

# ADVERTISING RATES

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## b.i.t.online – Library-oriented source of information in print and on the internet

In the field of specialized periodicals for libraries, “b.i.t.online” broke new ground – beginning with its initial publication in 1998. As an innovative approach in conceptualization and realization of the publication, we have focused on the combination of print and electronic publication. As of 2012, b.i.t.online will be published six times a year, and we will add emphasis on “information science,” as experience shows that library science and information science are merging more and more. All those interested will find the full text of “b.i.t.online” on the internet at [www.b-i-t-online.de](http://www.b-i-t-online.de).

The subtitle “Journal for Library, Information and Technology” stands for all important issues in the library system. In the field of information, our journal emphasizes issues such as EDP, digitalization, telecommunication, multimedia and internet; in the field of technology, we focus on issues ranging from design of buildings and interior fittings to furniture and equipment to data processing in multimedia format. Increasingly, “b.i.t.online” will focus on library management. In addition, you will find comprehensive commentaries on many conferences and congresses in the field of libraries.

## Target group

Decision makers and leaders of acquisitions in scientific university libraries and libraries of universities of applied sciences, public libraries, special libraries and company libraries, plus library-oriented service agencies and educational institutions, as well as members of library associations, public archives and company archives, information agencies, publishing houses and bookstores in Germany, Austria, Switzerland, France, Benelux and beyond.

“b.i.t.online” is printed in 3,500 copies, which are distributed to subscribers, sent as exchange subscriptions with other magazines and handed out at conferences and fairs. The steadily increasing number of subscribers as well as quantity and quality of site visits (on average more than 40,000 page views per month) from all over the world testify to the acceptance of the concept.



Circulation: 3,500

Distributed circulation: 3,350

Paid circulation: 1,926

# General Data

**Magazine format:** DIN A 4 210 mm wide, 297 mm high

**Type area:** 180 mm wide, 257 mm high

3 column, width 56 mm

2 column, width 87 mm

**Printing process:** Offset printing

**Printing material:** Regarding delivery of final artwork, slides, photographs or any other camera-ready masters, we will charge the net cost price of the production of the printer's copy.

**Data medium/  
data delivery:** All usual data media can be processed.

**Dates:** Publication frequency:  
Six times per year  
See timetable for dates.

**Publishing house:** b.i.t.verlag gmbh

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**Terms of payment:** 2% discount for payment within 8 days  
after receipt of invoice  
Or payable net cash within 14 days  
3% discount for payment in advance

**Mailing address for  
bound inserts,  
pull-out supplements  
or post cards:** Please call the Publishing house

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## Advertisement sizes and rates

All prices are understood excluding VAT

Format		Width x Height (bleed format 3 mm)	Standard price b/w	2-colours	3-colours	4-colours
1/1 page		180 x 257 mm (216 x 303 mm)	<b>1,390.00 €</b>	<b>1,590.00 €</b>	<b>1,790.00 €</b>	<b>1,990.00 €</b>
1/2 page	high	87 x 257 mm (93 x 303 mm)	<b>740.00 €</b>	<b>840.00 €</b>	<b>940.00 €</b>	<b>1050.00 €</b>
	width	180 x 126 mm (216 x 150 mm)				
1/3 page	high	56 x 253 mm (76 x 303 mm)	<b>590.00 €</b>	<b>640.00 €</b>	<b>690.00 €</b>	<b>740.00 €</b>
	width	180 x 83 mm (216 x 69 mm)				
1/4 page	width	87 x 126 mm (106 x 150 mm)	<b>480.00 €</b>	<b>530.00 €</b>	<b>580.00 €</b>	<b>630.00 €</b>
2-columns	high	180 x 63 mm (216 x 86 mm)				
1-column	high	42 x 253 mm (65 x 303 mm)				

<b>Front page I</b>	B 146 x H 192 (only 4c)	<b>3,100.00 €</b>
<b>Cover IV</b>	(only 4c)	<b>3,000.00 €</b>
<b>Cover II</b>	(4c)	<b>2,600.00 €</b>
<b>Cover III</b>	(4c)	<b>2,400.00 €</b>
<b>Landing page</b>	(4c)	<b>2,050.00 €</b>
<b>Bound insert:</b>	2-pages up to 25 g	<b>1,290.00 €</b>
	4-pages up to 50 g	<b>1,990.00 €</b>
	Trim allowance 3 mm	

## Samples for 4c-Advertisements



<b>Personal ads:</b>	25% discount on all formats	
<b>Box number fee:</b>		<b>5.00 €</b>
<b>Subscription price:</b>	Domestic shipment	<b>218.00 €</b>
	Single issue	<b>40.00 €</b>
	plus shipping costs (Germany 16,- €, Europe 24,- €, World 32,- €, per year)	
<b>Millimeter advertisements:</b>	55 width of line, per mm	<b>2.80 €</b>
<b>Special colors:</b>	On request	
<b>Surcharges for special formats:</b>	Bleed advertisements	+ 10%
	Advertisements across gutter	+ 20%
<b>Portraits:</b>	Price on request	
<b>Affixed postcards:</b>	Price per thousand, plus mailing costs	<b>130.00 €</b>

<b>Inserts:</b>	Up to 25 g, per thousand	<b>185.00 €</b>
	Up to 50 g, per thousand plus mailing costs	<b>200.00 €</b>
	Maximum format: 295 x 205 mm	
	Partial run, on application	
<b>Discounts:</b>	Volume scaling:	2 pages 5%
	Staggered repeat discount:	2 advertisements 5%
		4 pages 10%
		4 advertisements 10%
		6 pages 15%
		6 advertisements 15%
		8 pages 20%
		8 advertisements 20%
<b>Special prints/run-offprints:</b>	Prices on request	

## Internet advertisement in b.i.t.online

With immediate effect, b.i.t. offers placement of interactive advertisement space. Your banner can be present on our “archive” and “news” platforms. 40,000 visits per month and more than 600,000 page impressions per month testify to wide acceptance of our online presence. Use our online edition to reach your target audience regularly.

**Banner format and prices.** All prices are understood to be monthly plus VAT.

Banner	Format (B x H in Pixel)	Price Homepage per month
Rectangle I	300 x 130	190.00 €
Rectangle II	300 x 200	290.00 €
Rectangle III	300 x 300	350.00 €
Super Banner	620 x 90	330.00 €
Large Leaderboard	940 x 90	390.00 €
Skyscraper	160 x 700	390.00 €
Hockey Stick	940 x 90 plus	750.00 €

Discounts within a year	
2 advertisements	5 %
3 advertisements	8 %
4 advertisements	10 %
6 advertisements	15 %
12 advertisements	20 %

**Special formats, videos, etc. possible on application. For more information call: Erwin König: Telephone +49 611 16 85 55 34**

## Timetable 2019:

Issue	Publication date	Advertisement deadline	Delivery of printing materials	Important events 2019
<b>b.i.t. 1/2019</b>	22 FEB 2019	08 FEB 2019	15 FEB 2019	19.01. - 21.01.2019 LIS 2019, Sapporo 29.01. - 31.01.2019 Learntec, Karlsruhe 19.02. - 23.02.2019 didacta, Köln 18.03. - 21.03.2019 7. Bibliothekskongress (zugleich 106. Deutscher Bibliothekartag), Leipzig 21.03. - 24.03.2019 Leipziger Buchmesse
<b>b.i.t. 2/2019</b>	26 APR 2019	12 APR 2019	18 APR 2019	15.05. - 17.05.2019 Deutscher Anwaltstag, Leipzig 04.06. - 07.06.2019 PATINFO, Ilmenau 04.06. - 06.06.2019 WissKom2019, Jülich
<b>b.i.t. 3/2019</b>	21 JUN 2019	07 JUN 2019	14 JUN 2019	24.06. - 28.06.2019 CEBIT, Hannover
<b>b.i.t. 4/2019</b>	16 AUG 2019	02 AUG 2019	09 AUG 2019	24.08. - 30.08.2019 IFLA WLIC 2019, Athen 10.09. - 13.09.2019 Österreichischer Bibliothekartag, Graz 17.09. - 20.09.2019 Deutscher Archivtag, Suhl
<b>b.i.t. 5/2019</b>	04 OCT 2019	20 SEP 2019	27 SEP 2019	16.10. - 20.10.2019 Frankfurter Buchmesse
<b>b.i.t. 6/2019</b>	13 DEC 2019	29 NOV 2019	06 DEC 2019	APE Konferenz, Berlin Learntec, Karlsruhe

For information on your internet advertising visit [www.b-i-t-online.de](http://www.b-i-t-online.de)  
phone +49 611 16 85 55 34 or e-mail [info@b-i-t-online.de](mailto:info@b-i-t-online.de)

## General terms and conditions for advertisements and journals in business dealings

1. An „Advertising order“ respectively an „order“ in terms of the following general terms and conditions is the contract of the publication of one or more advertisements of an advertiser in form of a printed matter for public circulation. Below, the advertiser is also labelled as contracting entity.
2. Advertising orders have to be conducted within one year. In case of changes of prices, the new terms are intermediately valid for actual contracts, if no more arrangements have been agreed.
3. The reductions of price in the bill of quantities are only valid for contracts, which have been conducted within one year. The grace period starts with the publication of the first advertisement.
4. The contracting entity has backdated receivables on his amount of yearly purchased publications basing on the bill of quantities, if he agreed on a specific contract at the beginning of his grace period.
5. If the contract does not get conducted for reasons, that are not implied in the contract, the contracting entity has to balance the difference between the allowed and the actual absorption based remission. The kickback is dispensed, if the default of the contract is caused by force majeure if the risk is covered by the publisher.
6. For an acceptance of an advertisement in certain numbers, certain issues or certain seats in the print exists no guarantee, unless the contracting entity demands on a guarantee to close the contract. In this case, the special assignment has to be delivered that early, that it is possible for the publisher to inform the contracting entity about the impossibility to accomplish the assignment before the copy deadline. If a right of withdrawal exists, a term of 8 weeks between the adumbration of withdrawal and the month of appearance of the journal must be kept.
7. The publisher reserves the right to decline advertisements – also single demands during an acquisition – because of its content, its origin or technical form if these are objectively incompatible with the publishers basic principles. This right is also valid for advertisements which were instructed by an agent. Therefore, contracts are not stringent until potential attachments are presented as a sample and its acceptance. Attachments, which arouse the impression of being a part of the journal or papers or comprehend articles of externals will be declined. The declination of an advertisement will be directly communicated to the client.
8. It is the obligation of the contracting entity to prevent from overdue or short deliveries of an acceptable print basis including the advertisement text. In case of an objectively bad delivery, the publisher will immediately request an alternate. In case of a telephonically contracted advertisement respectively telephonically changed advertisements or blemishes as a result of indistinct records, the publisher will not assume any liability for regularity. The publisher guarantees a common print quality up to the delivered sample.
9. If the copy of the print basis is partly or completely unreadable, incorrect or incomplete and this is the actual fault of the publisher, the contracting entity has the right for a reduction of price or an alternate, if the blemishes cause a serious decrease of the intended purpose. Missing or deficient printed checking samples do not guarantee a claim, unless there are collateral conventions. Additional claims of the contracting entity, especially claims for indemnity caused by a positive violation of contractual duty, faults at the conclusion of the contract, wanton negligence and tortuous acts are excluded. Claims for indemnity caused by impossibility of performance and delay are limited to the constructive loss and the price of the contracted scope of works. Claims for indemnity basing on missing warranted qualities are limited to the interest in the performance of the contract. Claims of every kind have to be asserted within 4 weeks after the posting of the account and the voucher by the contracting entity.
10. Assuming requirements, messages, cards und address prints, which were meant for the contracting entity, will be sent back by the publisher as postal standard, unless the publisher has a right of detention, based on a financial default of the contracting entity. In case of a loss of a letter, the contracting entity has no right for a decrease of price.
11. A press-proof will only be delivered if the contracting entity demands it. It is the duty of the contracting entity to guarantee the accuracy of the returned press-proofs. If the return of the press-proof is not within the period prescribed, this is seen as an authorisation to print.
12. If the contracting entity does not remit an advance payment, the account and the voucher will be chartered at the latest on the fifth day of the on the journals publication following month. The account have to be footed at the in the bill of quantities described grace period after the receipt of the account, unless there have not been any separate conventions concerning the payment of the account. Reductions of price for advance payments are granted on the basis of the bill of quantities.
13. In case of a default or deferment of payment a default interest of 1% plus the actual bank rate of the German Central Bank additionally goods and services tax as well as collection costs will be charged. The enforcement of additional damage caused by default is reserved. Contracted frequency discounts are omitted, if the contracting entity does not pay the bill in time. The publisher has the right to temporarily stop the present assignment in case of a default of payment until the payment of the bills, as well as demand an advance payment for coming assignments. In case of a bankruptcy or any other composition all abatements omit.
14. The publisher delivers, if it is demanded, an extract of the advertisement along with the bill. If the kind and acquaintance of the advertisement assignment legitimate it, it is possible to deliver up to two complete voucher numbers.
15. Costs, which are a result of alterations of the aboriginal contracted achievement, as well as fabrication and delivery costs of appointed drafts belong to the duty of payment of the contracting entity.
16. A reduction of price as a result of a decrease of the circulation for several contracted assignments is exclusively possible, if a certain amount of circulation according to the bill of quantities or any other arrangement which have been assertively agreed is reached and the decrease is more than 20%. In addition all possible guarantee- and indemnification claims are debarred, if the publisher advises the contracting entity of a decreasing circulation of more than 10% in sufficient time to withdraw the contract before the time of the publication of the advertisement.
17. Print basis will only be regiven to the contracting entity if it is demanded. The duty of storage ends after 3 month after the end of the assignment. The risk of transport for all returns to the contracting entity or to a third party goes at the expanse of the addressee.
18. The place of execution and the exclusive court of jurisdiction for both parties is the place of business of the publisher. All stipulations are bound to the german law.

b ■ i ■ t ■ verlag

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