

# 3D ARCHITETTURA

## DIGITAL ARCHITECTURE MAGAZINE

### Banner Advertising Agreement

#### Advertiser Contact Information:

Company Name: \_\_\_\_\_

Company Tax ID: \_\_\_\_\_

Company Address: \_\_\_\_\_

City, Country: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Advertising Contact Email: \_\_\_\_\_

Banner URL: \_\_\_\_\_

**Introduction:** This agreement is made between **3D Architettura. Digital Architecture Magazine** and the above-named Advertiser, who agrees to purchase a "Banner advertisement" on the [www.3darchitettura.com](http://www.3darchitettura.com) site.

#### Terms and Definitions

- The *Advertiser* is the party named in the Advertiser Contact Information listed above, and is placing and paying for the advertisement described in the agreement.
- *3D Architettura* is a registered brand of PlaySys, located at via Friuli 61, 20135, Milan, Italy
- [www.3darchitettura.com](http://www.3darchitettura.com) is an Internet publication owned and operated by PlaySys and found on the World Wide Web at <http://www.3darchitettura.com/>
- *Banner Advertisement* is an advertisement with required dimensions, displayed on the 3darchitettura.com front page and hyperlinked to a Universal Resource Locator (URL) stipulated by the advertiser.
- *Start Date* is the date on which the parties agree the Banner Advertisement will first appear on the 3darchitettura.com Web site. For purposes hereof, "month" will be a thirty day period, or multiples thereof, commencing on the Start Date.

**Duration of Agreement:** Advertiser's Banner Advertisement will appear on the 3darchitettura.com Web site for \_\_\_\_\_month(s), starting on \_\_\_\_\_ . Advertiser agrees to pay a fixed monthly rate, to be paid in full prior to the Start Date. This fee is non-refundable, and will not be prorated should the Advertiser decide to discontinue the display of the Banner Advertisement at any time prior to the end of the contract period.

**Banner:** The banner graphic must be in .jpg, .gif or .png format. For the video banner Advertiser should provide the proper link to vimeo or youtube. Advertiser agrees to provide 3D Architettura with a banner via e-mail attachment of the URL of an existing banner on the Web.

**Truth in advertising / indemnification for liability:** The Advertiser is solely responsible for any liability arising out of or relating to the Banner Advertisement, and/or any material to which users can link through the Banner Advertisement. The Advertiser represents and warrants that any information found on URLs hyperlinked from the Banner Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, image, or other proprietary or confidential information or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity.

**Fees and Payment:** All fees are payable in advance of the commencement of display of the Banner Advertisement on the 3DArchitettura.com web site. All Advertisement fees are non-refundable. Check the program you have selected:

**Top banner in jpg or png 728x90 pixel on front page only**

\_\_\_ One month at a rate of €120 per month (€120) starting on \_\_\_\_\_

\_\_\_ Three months at a discounted rate of €110 per month (€330) starting on \_\_\_\_\_

**Top banner in jpg or png 728x90 pixel on all pages**

\_\_\_ One month at a rate of €150 per month (€150) starting on \_\_\_\_\_

\_\_\_ Three months at a discounted rate of €140 per month (€420) starting on \_\_\_\_\_

**Side banner in jpg or png 350x200 pixel on all pages**

\_\_\_ One month at a rate of €110 per month (€110) starting on \_\_\_\_\_

\_\_\_ Three months at a discounted rate of €100 per month (€300) starting on \_\_\_\_\_

**Side video banner 350x200 pixel on all pages**

\_\_\_ One month at a rate of €120 per month (€120) starting on \_\_\_\_\_

\_\_\_ Three months at a discounted rate of €110 per month (€330) starting on \_\_\_\_\_

**Total:** \_\_\_\_\_

**Sole Agreement:** This document constitutes the sole agreement between 3D Architettura and the Advertiser regarding this Web site. Any additional work not specified in this contract must be authorized by a written change order. This Agreement may only be modified, or rights under it waived by a written document executed by both.

Violation of any of the terms and conditions of this contract may result in the immediate termination of your services with 3D Architettura.

On behalf of \_the Advertiser: \_\_\_\_\_ Date \_\_\_\_\_

On behalf of 3D Architettura \_\_\_\_\_ Date \_\_\_\_\_

