

„Portal www.UML.com.pl”

Advertisement - forms, price list and terms and conditions of the issue

(in force since 01.03.2007 r.
current version can be found on the website <http://www.uml.com.pl/reklama>)

Ladies and gentlemen,

We would like to present an offer to put an advertisement in the most popular polish internet service dedicated to the software engineering and modeling language UML (Unified Modeling Language) - www.uml.com.pl.

The service owes its high popularity not only to its content but also to the unambiguous domain and first positions In the most popular web browsers.

The unique character of this service comes from the fact that we gather only precisely determined group of people. We favor people such as: the designers of the IT systems, the architects of the IT systems, programmers, business analysts, analysts of the IT systems, testers, lecturers and research workers and other people who are interested in using the paradigm of objectivity in IT.

The advertisement in the service www.UML.com.pl, will allow You effectively reach people mentioned above.

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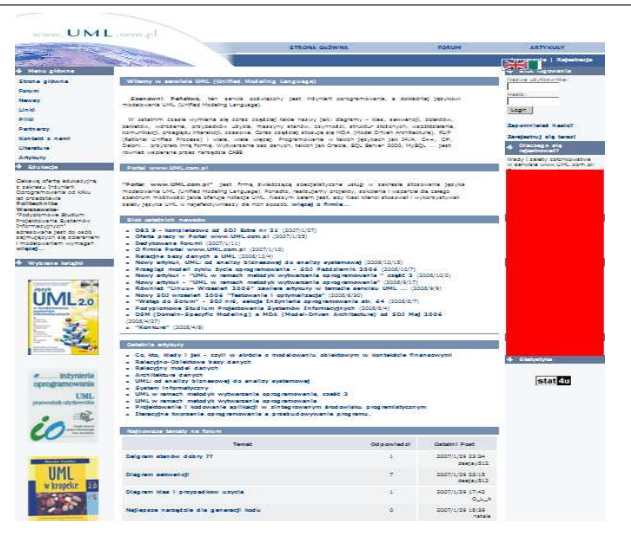
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1. Exemplary forms of the advertisements offered by Portal www.UML.com.pl

Traditional advertisement banner – a graphic advertisement which maximal size is 468x60 pixels and its volume is up to 5 or 15 kB. It is placed in the centre at the top of the page. Clicking on the banner automatically moves to the advertised service.



A skyscraper banner – a vertical graphic element which maximal size is 160x600 pixels and its volume is 25 kB. Clicking on the banner automatically moves to the advertised service.



An advertising box – a graphic advertisement containing text, reference or a graphic advertising element. It is placed on the right side of the website. Its maximal size is 180x200 and its volume is up to 15kB. Clicking on the advertisement automatically moves to the advertised service.



A scroller – a graphic advertisement which maximal height is 30 pixels and its volume is up to 10 kB, the required length is 1300 pixels. It takes a form of an advertising stripe issued at the bottom of the page. The advertisement moves itself together with moving a watched website up and down. Clicking on the banner automatically moves to the advertised service.



2. Regulations

2.1 Definitions

1. Advertisement place – the area on the website www.uml.com.pl designated for an advertisement.
2. Issue of the advertisement – single projection of the advertisement together with a website, on which it is placed.
3. Order – an order is defined as every agreement which purpose is an issue of the advertisement on a website www.UML.com.pl
4. Advertiser – natural or legal person assigning an issue of the advertisement in the Portal www.UML.com.pl

2.2 General terms and conditions

1. Advertisement place is sold for a defined number of issues.
2. The price depends on two values: a number of issues and a type of the advertisement.
3. Minimal settlement period of projecting the advertisement is 1000 issues.
4. Portal www.uml.com.pl, is liable only for damages aroused because of the non-performance or improper performance of contractual duties. Compensation due to damages done by Portal www.uml.com.pl cannot exceed the value of the pay for issuing an advertising campaign in conformity with the order.
5. All prices given in the price list are net prices. To the value of the pay belonging to Portal www.uml.com.pl will be appropriately added VAT according to the law that is in force.
6. Advertiser can offer own idea for placing an advertisement on the website www.UML.com.pl after agreeing with Portal www.UML.com.pl.

2.3 Orders and terms of payment

1. Ordering an issue of the advertisement is being done in writing by filling In an appropriate form, which is available no the website <http://www.uml.com.pl/reklama>. The order defines the number of issues of the chosen type of the advertisement and possibly other terms.
2. full payment for the campaign must be done before its issue, by transferring money into an account specified in the order form.
3. Only orders confirmed in writing by Portal www.uml.com.pl (In form of a fax or email letter) and paid by the contracting party are binding.
4. Orders which are in accordance with the definition in the point above can be canceled by the customer in whole or in part if any of the following occur:
 - a) in the period up to 30 days before the beginning of the issue without having to incur costs;

- b) in the period from 29 to 15 days before the beginning of the issue after paying a penalty of 15% of the pay for the unrealized part of the order;
 - c) in the period from 14 to 4 days before the beginning of the issue after paying a penalty of 30% of the pay for the unrealized part of the order;
 - d) in the period from 3 days to 1 day days before the beginning of the issue after paying a penalty of 60% of the pay for the unrealized part of the order;
 - e) during the issue after paying a penalty of 80% of the pay for the unrealized part of the order.
5. Resignation in whole or in part from the order must be done in writing, in due time given above under pain of nullity.

2.4 Content and terms of payment

1. The advertisements cannot imitate elements of websites, on which they will be presented and should be easily recognizable as advertisements of Portal www.uml.com.pl .
2. Portal www.uml.com.pl, reserves a right to mark the advertisement with words “advertisement”, “paid announcement”, “sponsor”, “sponsored link” or equivalent.
3. Portal www.uml.com.pl is not liable for the content of the advertisements placed on the website. Advertiser is committed to compensate for the possible damages done on the website www.uml.com.pl, due to the content of the placed advertisement.
4. Portal www.uml.com.pl reserves a right to refuse and discontinue the issue of the advertisements without giving the reason, especially when there exists a reasonable suspicion, that their contents or from the contents of the websites of destination appears that they are against the law or against the principles of the cooperation of the society or they infringe third party rights.
5. Portal www.uml.com.pl reserves a right to refuse and discontinue the issue of the advertisements in the service www.uml.com.pl , if the content or form of the advertisements is in contradiction to the programme policy or the interest of the portal.

2.5 Technical conditions

1. Portal www.uml.com.pl accepts to issue materials in jpg, gif, animated gif and html format.
2. Redirecting to the advertiser’s service or projecting additional advertising information together with the graphic advertisement which exceed the maximal volume limit answering the form of the advertisement and downloaded from the server other than server www.uml.com.pl , cannot be automatically. Redirecting or downloading additional information can be done only after clicking on the advertisement by the user of the www.uml.com.pl .
3. All ready materials necessary to start a campaign must be provided not later than within 3 working days before the beginning of the issue of the advertisement with the reservation of the point 2.3.4. Advertising materials provided in the compressed

form should be compressed in a Zip format.

4. Advertisement regardless of the type cannot overload the processor in a degree which significantly obstructs work on the computer with other applications.
5. Animation can be freely used in the graphic advertisements in accordance with following conditions:
 - maximal volume norms equivalent to the form of the advertisement were not exceeded,
 - the usage of the standard animations supported by MS Internet Explorer 5.5+ in the latest version is permitted, the usage of different technologies requires earlier agreements.
6. Portal www.UML.com.pl does not stipulate to issue sound advertisements.
7. Not delivering advertising materials ready to issue in due time given in point 2.5.3, will be treated as withdrawing the order with consequences specified in point 2.3.4.
8. If in case shown in point 2.5.7 the deadline of the beginning of the campaign will be moved with the consent of the Portal www.UML.com.pl , on the side of Portal www.UML.com.pl there are no obligations to compensate due to unrealized orders or an obligation to refund receivables for the unrealized part of the order.

2.6 Mailing

1. Materials which are required to send the e-mailing are: the content of the letter, title of the letter, name and e-mail of the sender and signature. The signature must be unambiguous and in true way identify the sender of the letter.
2. Sending the e-mailing is being done in the following way:
 - the target group is being described,
 - the percentage of the target group is being defined,
 - e-mailing is being delivered to the users at the moment, when they receive their mail from their mailbox for the first time in the period when the e-mailing is valid.
3. Redirecting to the advertiser's service or showing additional advertising contents which are not directly in the advertising letter but are downloaded from the server different than the server Portal www.UML.com.pl , cannot be done automatically. It can be done only after clicking on the appropriate reference (link) included in the advertising letter by the user of the Portal www.UML.com.pl .
4. In case of the e-mailing send in text format (*.txt)it is necessary for the advertiser to define whether the statistics of clicking on the links put in the advertising letter should be registered by the Portal www.UML.com.pl or not.

2.7. Price list

L.P.	The form of the advertisement	Price
1	A traditional advertisement banner	20 EUR/ per 1000 issues
2	A skyscraper banner	18 EUR/ per 1000 issues
3	Advertising box	15 EUR/ per 1000 issues
4	A scroller	15 EUR/ per 1000 issues
5	A suggestion of the advertiser	Remains to define
6	Mailing	Remains to define