

## Jongla ad

### Design

The customer may design a Jongla ad himself or turn to an ad agency. The ad must fulfil the technical specs given and comply with the general requirements for advertising in terms of content.

### Material

The technical specs for the ad material are listed on the media card. There are instructions on how to prepare the ad and which file formats may be used.

### Material delivery

Send the material by e-mail to:  
aineisto@jongla.com

## Technical specs

### Ad texts

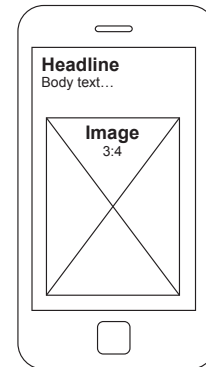
Headline and body text in plain text format, file format TXT.  
In the e-mail message, give the desired font size, colour (HTML colour code) and typeface for the headline and body text (note that not all mobile phones may be able to display the typeface you specify). Please also define the background color for the ad (HTML colour code).

### Example:

Ad text formatting:  
Headline 14 pt, FF0000, Verdana  
Body text 10 pt, 000000, Times New Roman  
Background color FFFFFFFF

### Ad image

Screen aspect ratio 3:4 (not 4:3, because the phone screen is portrait-format, not landscape-format)  
Image file format: JPG, PNG or GIF (not animated)  
Image minimum resolution: 480 x 640 px



## Material delivery

Send the material by e-mail to:  
aineisto@jongla.com.

The material must be received no later than three working days before the campaign begins.

Also copy the material to your contact salesperson.

### Make sure you send all of the following:

- Campaign start and end date,
- Number of displays requested,
- URL of link (if any),
- Other special instructions,
- Actual ad material (image file, text file and text formatting information).

## Pricing

Please contact our sales service.

### Jari Mattila

Phone +358 40 9002814

E-mail: jari.mattila@jongla.com

## Terms and conditions of sale

### Media and ad agency compensations

Jongla Oy grants this compensation to media and ad agencies and to direct customers who fulfil the quantitative, functional and qualitative criteria outlined below and whose media purchases in a calendar year total at least EUR 10,000.

### Discounts by agreement and by volume

Major customer discounts come into effect from the date on which the written agreement is signed.

### Partner agreements

A customer and Jongla Oy may enter into a partner agreement to create the best possible solution for the customer's aims and needs. Once the agreement is signed, the agreement discount will be credited on every invoice.

### Cancellations

Any cancellations must be made in writing, five weekdays before the campaign begins in the case of Jongla Free. Substantial changes to the ad material shall be considered cancellations. For cancellations on or after the deadline, the actual damages caused shall be charged, from a minimum of 50% of the price of the booked ad.

### Terms of payment

Media and ad agencies that fulfil creditworthiness criteria approved by Jongla Oy: 30 days net.

Agreement-based customers: 14 days net.

Penalty interest: according to the Interest Act.

### Liability and reclamation

- Jongla Oy is responsible for and has control over the ads and their publication. Jongla Oy reserves the right not to publish ads that it considers undesirable. Jongla Oy shall not be responsible for the benefits promised in the ads. All approved ads shall be published according to the agreed timetable. Jongla Oy shall not be liable for damage that may be caused to the customer if it is not possible to publish the ad for production reasons or other operating reasons.
- Jongla Oy shall not be liable to pay compensation for a minor error that does not affect the readability of the ad or decrease its advertising value.
- Jongla Oy shall not be responsible for errors in an ad caused by incomplete or erroneous material being delivered to Jongla Oy.
- Remarks and reclamations must be made in writing within 8 days of the publication or intended publication of the ad.
- The liability of Jongla Oy is in any case limited to the price of the campaign.

- The customer is responsible to Jongla Oy that the delivered material does not infringe on the copyright, immaterial rights or any other rights of any third party and is not, in terms of content or presentation, in violation of legislation on communications or publishing or any other matters or of any other marketing regulations, instructions issued by the authorities or self-regulatory advertising bodies, and that the material is not inappropriate.
- The customer shall indemnify and hold harmless Jongla Oy against any claims that any third parties may raise against Jongla Oy on the basis of the above and shall be liable for any compensation and other liabilities that Jongla Oy may incur with respect to third parties as a result of such claims.
- The customer shall be responsible and liable for any damage that may be caused by the advertising to a third party and to Jongla Oy.

#### **Value added tax**

Prices are exclusive of VAT (23%). VAT will be added to the net prices. Any increases in cost due to legislation or measures undertaken by the authorities shall be added to the prices as of the time when such increases enter into force.

#### **Copyright**

The customer shall be responsible for ensuring that the material delivered to Jongla Oy may be published without infringing on any third party's copyright and in compliance with applicable legislation.