

Advertising Order Form 2020

valid from 01/01/2020 (please complete manually)



Company Name:			
Contact Name:		Function:	
Address:			
Zip Code:		City (& Country):	
Tel:		Mobile:	
E-mail:		Fax:	
VAT:		PO Number:	
Billing Address: (if different)		E-Invoicing mail: (if different)	

OFFline advertising

Size	FR or NL	FR and NL
2/1 (297 x 420)	x 3.300 €	x 4.000 €
1/1 (297 x 210)	x 2.700 €	x 3.150 €
1/2 H (123 x 189)	x 2.500 €	x 3.100 €
1/3 H (81 x 189)	x 1.600 €	x 2.200 €
Insertion fee		
1 A4	on demand	x 4.200 €
2 A4	on demand	x 4.400 €
3 A4	on demand	x 4.800 €
1 A3	on demand	x 4.400 €
Covers		
Cover 2 (297 x 210)		x 4.100 €
Cover 3 (297 x 210)		x 3.800 €
Cover 4 (297 x 210)		x 4.200 €
Preferred ad position		
right hand, in heading		+25%
Possible technical cost		

Project name	
Preferred ad position	
Publication details (please provide hereunder more details on the ad (campaign), media, date, ...)	
Total (excl. VAT)	

In sending this document I herewith agree on the terms and conditions of APB (available on www.apb.be)

Date	
Signature	

ONline advertising

Banner (300 x 250 px)	x 2.500 €
Industry Press Release (website & newsletter)	x 2.300 €
Industry Press Release Flash (website & personalised newsletter)	x 4.000 €

Info:

solutions.apb.be
 advertising@apb.be
 +32 (0)2 285 42 77

☎ +32 (0)2 285 42 00
☎ +32 (0)2 285 42 85
✉ info@apb.be
🌐 www.apb.be

Association Pharmaceutique Belge
Siège social : rue Archimède 11
Réception : rue Stevin 137
1000 Bruxelles, Belgique

Algemene Pharmaceutische Bond
Maatschappelijke zetel : Archimedesstraat 11
Receptie : Stevinstraat 137
1000 Brussel, België

TVA/BTW BE 0406.753.266
IBAN BE61 3100 2305 0017
BIC BBRU BE BB

Admitted advertisements and general terms:

Article 1 – Requirements advertisements and responsibility

Advertisements proposed by advertisers must be in accordance with legislation and must not compete with the different APB-services and/or be contrary to the general interests defended by the APB.

Only advertisements for admitted products will be published. In case of doubt the responsible editor of the APB can refuse the advertisement without the obligation to motivate this refusal.

No damages can be claimed in case of suspension, interruption or refusal of the advertisement.

The responsibility for the advertisement's contents lies with the firm which placed the advertisement.

The customer must compensate the APB for each action brought against the APB or its responsible editor as a result of the publication of the advertisement.

Article 2 - Generalities

Ordering equals acceptance of these general terms.

Exemption from these general terms will only be granted after formal and written agreement by the APB.

Article 3 - Complaints

Complaints are filed in written within five working days after the publication of the advertisement.

Printing errors, bad or inaccurate reproduction of text and/or image cannot lead to damages or price reductions unless in case of intentional or serious negligence on the part of the APB.

With the exception of intentional negligence no higher damages can be claimed from the APB than those equivalent to the price the APB could charge to the advertiser.

Article 4 – Payment terms

Inserts will be invoiced to the advertiser after publication in accordance to the rates set in the Advertising Order Form. Invoices must be paid within 30 calendar days after the date of invoice.

Article 5 – Competent court of law and applicable law

In the event of litigation the competent courts will be those of Brussels unless otherwise determined by law. Only Belgian law is applicable.