

# INSERTION ORDER

## PAID ADVERTISING

Ref No: 30/05/2022

<b>PUBLICATION</b>	LCGC Global 2022		<b>REPRESENTATIVE</b>	Oliver Waters
<b>ISSUE (s)</b>	<ul style="list-style-type: none"> <li>1x Symposium Sponsorship - <b>Advances In Small Molecule Analysis</b> Virtual Symposium - \$5,500.00 June</li> <li>1x CHROMacademy Webcast Sponsorships (<b>Enhanced</b>) With transcription - \$13,000.00 <del>July</del> <b>Aug</b> This is a lead nurturing program that includes an executive summary</li> </ul>			
<b>ADVERTISER</b>	Sartorius Lab Instruments GmbH & Co. KG			
<b>ADVERTISER ADDRESS</b>	Otto-Brenner-Straße 20 37079 Goettingen Germany			
<b>CONTACT NAME</b>	Emily Adam	<b>EMAIL</b>	<a href="mailto:emily.adam@Sartorius.com">emily.adam@Sartorius.com</a>	
<b>TELEPHONE</b>		<b>FAX</b>		
<b>VAT NUMBER</b>		<b>P.O. Ref</b>		

## ADVERTISEMENT INSTRUCTIONS

<b>SIZE OF AD</b>		<b>SPECIFY COLOUR/PMS NO.</b>	Full colour
<b>SHAPE</b>		<b>POSITION</b>	
<b>DIMENSIONS</b>			
<b>FREQUENCY RATE</b>			
<b>RATE PER INSERTION</b>			
<b>TOTAL</b>	\$18,500.00		

## COPY INSTRUCTIONS

<b>NEW COPY</b>	Yes
<b>REPEAT COPY FROM ISSUE</b>	No

## INVOICING INSTRUCTIONS

<b>BILL CLIENT</b>	Yes	<b>BILL AGENCY</b>	
<b>ADDRESS</b> (If different from above)	Cost Center: 22504312 Project Code: 7203448 Campaign Mgr: Emily Adam		

<b>AUTHORISED BY</b>	<i>Franca Thielemann</i>	<b>DATE</b>	2 June 2022
<b>PRINT NAME</b>		<b>COMPANY</b>	

All insertion orders are subject to the Publisher's Terms and Conditions

D/T Ref No:

[For full terms and conditions click here.](#) See next page for e-media project submission guidelines.

**INSERTION ORDER**
Value Added

Ref No: 30/05/2022

<b>PUBLICATION</b>	LCGC Global 2022		<b>REPRESENTATIVE</b>	Oliver Waters
<b>ISSUE (s)</b>	<ul style="list-style-type: none"> <li>1x Enhanced Listing LCGC Directory (12mths)</li> <li>1x follow up email to virtual symposium registrants</li> <li>1x lead nurturing program with three touch points (CHROMacademy webinar)</li> <li>2x product profiles featured on LCGC The Column newsletter (global)</li> <li>2x product profiles featured on LCGC North America newsletter</li> </ul>			
<b>ADVERTISER</b>	Sartorius Lab Instruments GmbH & Co. KG			
<b>ADVERTISER ADDRESS</b>	Otto-Brenner-Straße 20 37079 Goettingen Germany			
<b>CONTACT NAME</b>	Emily Adam	<b>EMAIL</b>	<a href="mailto:emily.adam@Sartorius.com">emily.adam@Sartorius.com</a>	
<b>TELEPHONE</b>		<b>FAX</b>		
<b>VAT NUMBER</b>		<b>P.O. Ref</b>		

**ADVERTISEMENT INSTRUCTIONS**

<b>SIZE OF AD</b>		<b>SPECIFY COLOUR/PMS NO.</b>	Full colour
<b>SHAPE</b>		<b>POSITION</b>	
<b>DIMENSIONS</b>			
<b>FREQUENCY RATE</b>			
<b>RATE PER INSERTION</b>			
<b>TOTAL</b>	\$0.00		

**COPY INSTRUCTIONS**

<b>NEW COPY</b>	Yes
<b>REPEAT COPY FROM ISSUE</b>	No

**INVOICING INSTRUCTIONS**

<b>BILL CLIENT</b>	Yes	<b>BILL AGENCY</b>	
<b>ADDRESS</b> (If different from above)	Cost Center: 22504312 Project Code: 7203448 Campaign Mgr: Emily Adam		

<b>AUTHORISED BY</b>	<i>Franca Thielemann</i>	<b>DATE</b>	2 June 2022
<b>PRINT NAME</b>		<b>COMPANY</b>	

All insertion orders are subject to the Publisher's Terms and Conditions

D/T Ref No:

## ADVERTISING TERMS AND CONDITIONS

### CONDITIONS OF ACCEPTANCE

All advertisement orders are subject to acceptance from the Publisher and are subject to the conditions set out below. Any other proposed condition shall be void unless in writing and specifically accepted in writing by the Publisher.

1. The Publisher reserves the right to refuse, amend, withdraw, or otherwise deal with all advertisements submitted to it at its absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.

2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, altered publication or the failure of an advertisement to appear from any cause whatsoever. Should late publication or the failure of an advertisement to appear be due to the act or default of the Advertiser or the Advertiser's servants or agents then the space will be paid for in full notwithstanding that the advertisement has not appeared (such omission or suspension shall be notified to the Advertiser as soon as possible).

3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser's advertisement.

4. In no circumstances does the placing of an order confer the right to renew on similar terms.

5. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.

6. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any way illegal or defamatory nor an infringement of any other party's rights nor an infringement of the British Code of Advertising Practice.

7. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than six weeks before the date of insertion for black and white advertisements and two months for colour advertisements.

8. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 5, all unearned volume discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contracted period.

9. Where the Advertiser has undertaken to supply inserts which have been accepted and approved by the Publisher, the Publisher reserves the right to charge at the rate agreed if they fail to arrive at the time and place of insertion.

10. Notwithstanding anything in these Conditions providing to the contrary neither the Publisher nor the Advertiser shall be liable to each other for any loss or damage consequential or otherwise caused by or arising out of any Act of Parliament, Order in Council, Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, act of God or other similar contingency beyond the control of either of them.

### COPY, PROOFING, VOUCHERS

11. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date, the Publisher reserves the right to repeat the copy last used.

12. The Publisher cannot accept responsibility for changes in date of insertions and copy unless these are confirmed in writing and in time for the changes to be made. The Publisher reserves the right to charge for any additional expense involved in such changes.

13. Copy matter provided must conform to the Publisher's printing specifications and any additional work involved may be charged for.

14. Provided copy is received two weeks prior to stipulated copy date, the Publisher will provide proofs if requested. However, costs incurred may be charged for.

15. A voucher copy will be provided for each advertisement published.

16. The Advertiser shall be responsible for the insurance of all artwork and other advertisement material delivered by the Advertiser to the Publisher and the Publisher cannot accept any liability for any loss or damage thereto.

17. The Publisher reserves the right to destroy all artwork and other materials which have been in the Publisher's (or the Publisher's printers) custody for three months provided that the Advertiser or the Advertiser's agent has not given instructions to the contrary. The Publisher may exercise this right without giving further notice to the Advertiser.

### PAYMENT OF ACCOUNTS

18. Credit accounts are strictly net and must be settled on receipt of invoice unless otherwise agreed. If an account is overdue, the Publisher reserves the right to suspend insertion and charge interest calculated at 4% above base rate. Failure to pay accounts in accordance with the Publisher's terms and conditions will make advertising agencies liable to reductions in any commission otherwise allowed to agencies.