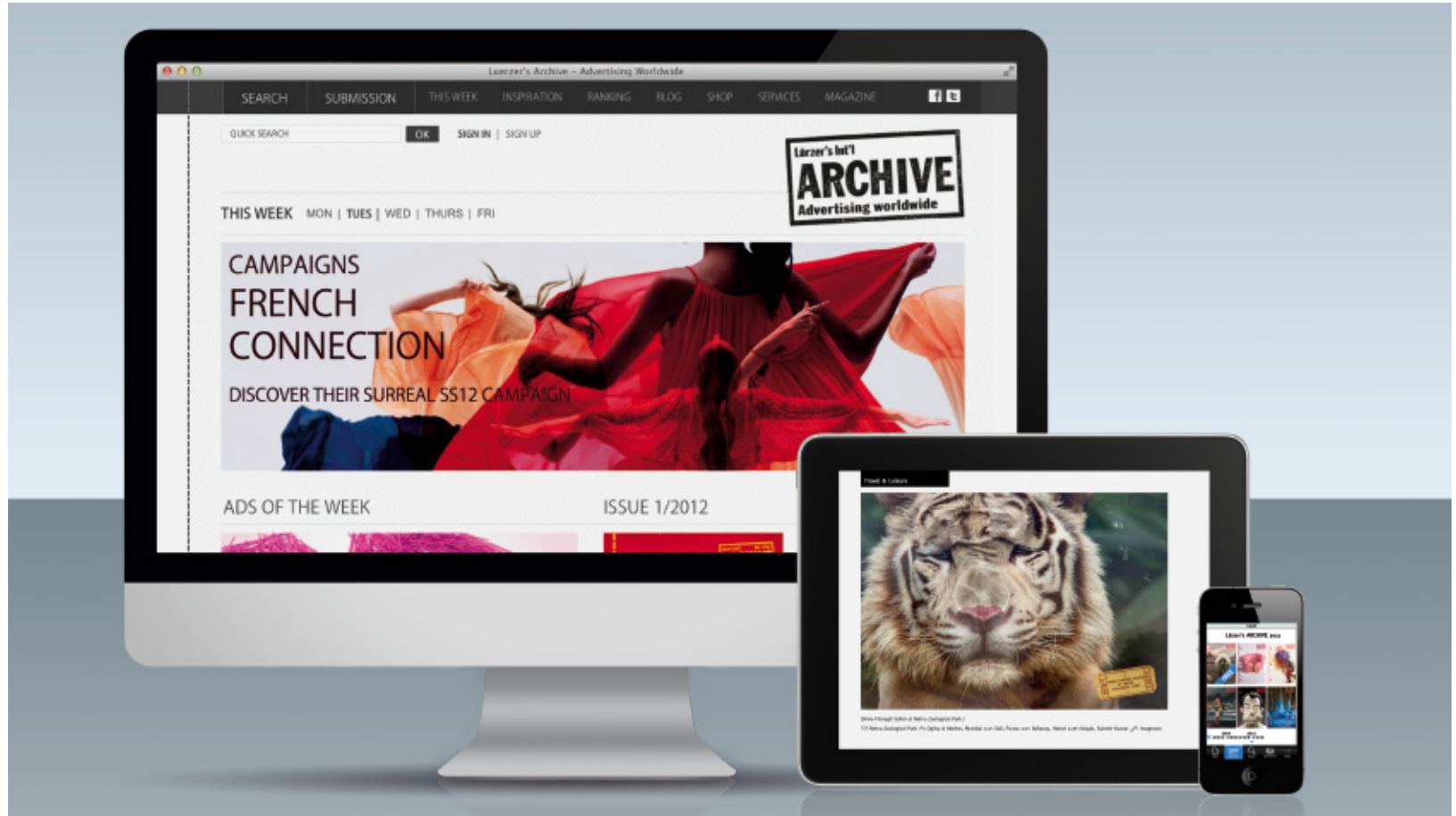


Expanding Opportunities for Ad Creatives with Digital Tools

Founded as a print magazine in 1984, Lürzer's Archive has grown up to become a multi-media company committed to being a "curator of inspiration" for the creative community worldwide.

For subscribers, [Lürzer's Archive Digital](#) provides online access to every back issue of Lürzer's Archive to have appeared since 1984 and – NEW! – also through our iPhone and iPad apps.

For advertisers, [Lürzer's Archive Digital](#) provides access to a rapidly growing community of advertising creatives using our our digital features.



Contact – Head Office
Lürzer GmbH
Keinergasse 29/7
1030 Vienna, Austria
Phone: (43) 1 715 24 24
Fax: (43) 1 715 24 70
office@luerzersarchive.com
www.luerzersarchive.com

Contact – US Office
Luerzer's Archive Inc
410 Park Avenue, Suite 1530
New York, NY 10022, USA
Phone: (1) 212 231 8275
Fax: (1) 646 619 4264
office@luerzersarchive.com
www.luerzersarchive.us

Mobile Apps page 2+3

Website page 4

Newsletter page 5

Feedback from some of our business partners



Richie Banz, Founder & Executive Director, Znab

"And I have to say it again: I love this app! Watching the TV ads on my big flat-screen TV via AirPlay is just mind-blowing. Great job."



Lazaros Nikiforidis, Creative Director, Bold Ogilvy & Mather, Athens

"As slick and simple in terms of design as the magazine itself. Really handy and simple to use. Great."



Dave Dye, Commissioning Editor, DHM London

"I'll no longer have to lug the last 25 years of Archive magazines to and from work every day. Thank you Lürzers!"



Rayomand J Patell Senior Creative Director & Associate Vice President at Contract, New Delhi

"Anyone who's in advertising or is a photographer has to have this. It's been a year in the making and it shows!!! You get EVERY issue of LA all the way back to 1984 if you pay up. An absolute treasure trove of advertising from back then to right now. The app itself is slick and easy to use. You can download whatever you want and even make custom lists of your searches."

Released in October 2011, the Lürzer's Archive iPhone app already boasts 2,000 active daily users and had over 15,000 downloads within the first six months of its launch. Having followed just a few weeks later, the Lürzer's Archive iPad app has already notched up 5,000 downloads – with 1,800 readers logging in every day.

iOS Apps

Archive Updates

The content of all apps is updated every 2 months – just as soon as a new print issue comes out.

Archive Categories

Our apps are classified in just the same way as in the print magazine: video & print, and then by advertising categories: Automotive, Beverages, Transportation, etc.

Archive Sections

The apps sell subscription periods for the length of which all registered users are able to browse the full range of material available.

The AD System

Ad's Life

Active time for the ads: min two-month, max one-year contract. Your ad will appear in the agreed slot throughout the contract period booked.

Placement

Active time for the ads: min two-month, max one-year contract. Your ad will appear in the agreed slot throughout the contract period booked.

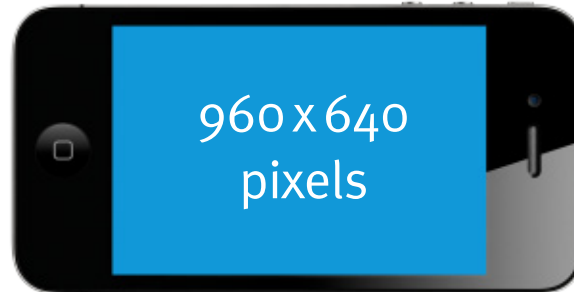
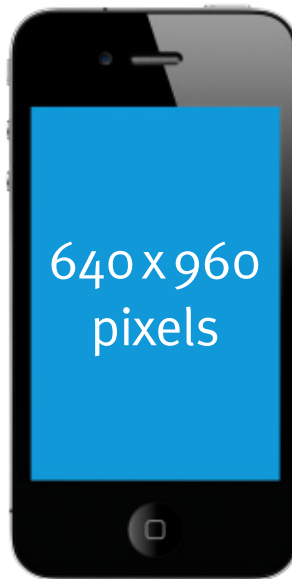
Please specify which section of the app you would like your ad to appear in:

- OLD Archive (pre-1994)
* Suitable for retro-style ads
- MODERN Archive (post-1994)

Ad Layouts

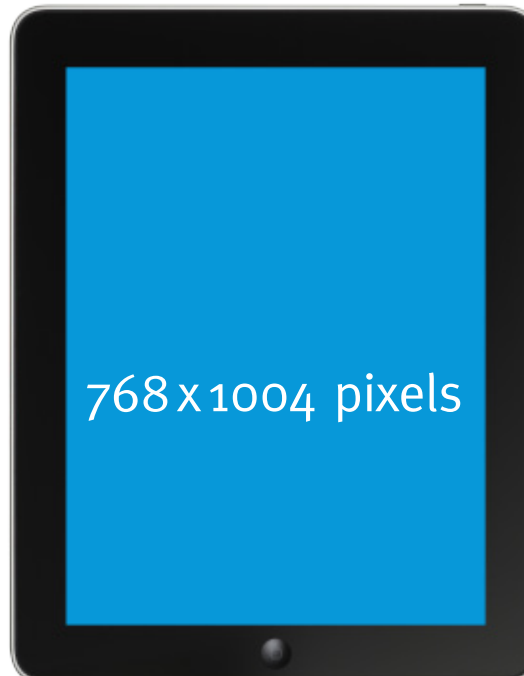
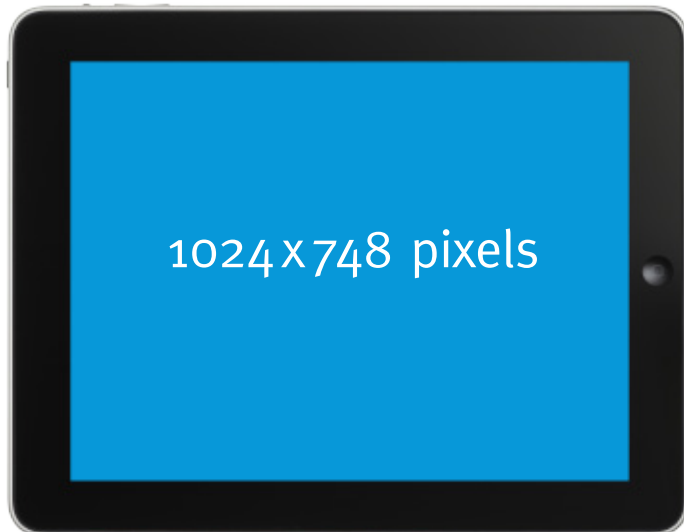
iPhone

Size:
Portrait 640x960 pixels
Landscape 960x640 pixels



iPad

Size:
Portrait 768x1004 pixels
Landscape 1024x748 pixels



iOS Apps

Device Specifications

Both applications support device rotation. All ads therefore also need to support landscape and portrait layouts.

Device Features

Our apps support both videos and linking images.

Print Ad Contracts

Advertisers buying off Rate Card will get a free spot in the iOS apps.

The AD System

Ads Anatomy

- a PNG file in specified layouts
- a text containing the specifications of the hotspots and the links (where applicable) movie files
- please send us your files using the following syntax: client_ad_january_iphone_portait.jpeg or client_ad_march_ipad_landscape.jpeg

Rates

- 2 months one spot (both devices) € 800
- 1 year one spot (both devices) € 4,000
- 2 month Cover Sponsoring (both devices) € 1,600
Every time a user clicks on a cover of Lürzer's Archive, the sponsor's ad appears

Feedback from some of our business partners



Dave Tiedemann, A One-Man Idea Factory, Hamburg

"Just wanted you to know that I love the new starting page. More of this please!"



Ralf Heuel, CEO Grabarz & Partner, Hamburg

"Congratulations. The page has turned out great. What one might call the Lürzer's Archive among websites."

The screenshot shows the website's interface with a dark navigation bar at the top containing links for SEARCH, SUBMISSION, THIS WEEK, INSPIRATION, RANKING, BLOG, SHOP, SERVICES, and MAGAZINE. Below the navigation is a search bar with a 'QUICK SEARCH' label and 'OK', 'SIGN IN', and 'SIGN UP' buttons. The main content area is titled 'INSPIRATION' and 'LATEST', featuring a grid of nine featured items with thumbnail images and short descriptions. A 'MORE INSPIRATION' button is located at the bottom of the grid. On the right side, there is a vertical grey box labeled 'ADVERTISE HERE'. The footer contains links for 'TERMS & CONDITIONS', 'TERMS OF USE', 'IMPRINT', 'ABOUT US', and 'CONTACT US'.

Banner

Size: 184x570 pixels Filesize: max. 50 KB Media: JPG, GIF, PNG, SWF, JavaScript

The facts

Traffic

More than 10,000,000 impressions and 2,700,000 page views per month (January 2012). With the relaunch of our website due to be completed by early summer 2012 we are expecting a significant increase in these figures.

Rates

Banner

- € 800 for one month

Promotional ads (Partner section)

- € 600 for one month

Buysellads

Banner sales on our website are handled exclusively by our partner buysellads. Please buy [here](#).

Artwork deadline

Delivery of advertising material no later than 3 working days before start of campaign. We are unable to provide any guarantee if this deadline is not met.

Banner

184x570 pixels
Filesize:
max. 50 KB

Media:
JPG, GIF, PNG

Promotion

Image:
700 (maximum) x
700 (maximum) pixels

Filesize:
max. 50 KB

Media:
JPG, GIF, PNG

Copy:
maximum
200 characters

LÜRZER'S ARCHIVE About to hit your desk: Vol. 1-12

Dear Readers,

have you looked at the Lürzer's Archive website lately? You'll have noticed that we've given the homepage a bold new look, introducing new content to inspire creatives and complement the magazine such as:



- **Daily features** on Audiovisual, Campaigns, Digital and Who's Who in the ad world
- **A weekly blog** from our Publisher and Editor-in-Chief Michael Weinzettl
- **Inspiration** Creative picks from the arts and cultural commentators
- **Profile** World-leading creatives ranked by Lürzer's Archive
- **New submissions** received from creatives worldwide
- **Partner** Advertising festivals and cooperation partners
- **Social media** Increased emphasis on using Facebook, Twitter and YouTube to showcase our fresh content and share new ad spots and creative news.
- **Reader picks** Soon you'll be able to vote on the latest submissions we've received.

Please take a look round and let us know what you think on [Facebook](#) or [Twitter](#).

The Lürzer's Archive Team

Content Lürzer's Archive Newsletter No. 1-2012

- Interview Partner: Masashi Kawamura
- Editorial News
 - Behind the website redesign
 - Out now: 200 Best Ad Photographers 2012/13 worldwide
 - Our Apps
 - Upcoming Specials
 - 200 Best Ads to Save The World
 - QR Codes
 - New on YouTube
 - Subscription offer!
- Creations of the Week: British Airways, Vanish Kalia
- Lürzer's Archive introduces: Sheung Yan Lo
- News from Outside the Lürzer's Archive World

Interview Partner

Meet Masashi Kawamura

Creativity isn't just about creating fancy designs. For the Japanese band Sour, Masashi Kawamura created one of the most interesting YouTube videos of all time. For Hakuodo, 180 Amsterdam, BBH, New York and Wieden + Kennedy, New York, he came up with campaigns for Nissan, PlayStation, Levi's, adidas, Google, and Nike. With his new agency, Party, based in NYC and Tokyo, he has won several Gold Lions in Cannes right out of the blocks. Hermann Vaske met up with the exceptional creative in New York and Cannes... [More](#)



Ranking International
Current Year

www.luerzersarchive.com/ranking

Ad Agency

1. AlmapBBDO, São Paulo (5)
2. BBH, London (4)
3. DDB Tribal Group, Berlin (3)
3. SantaMarta, Barcelona (3)
3. BBDO Proximity (3)

Copywriter

1. BBDO Proximity, Düsseldorf (3)
1. Bhatnagar, Vaibhava (3)
1. Eckel, Till (3)
1. Mishra, Sambit (3)
1. Stutz, Martin (3)

Art Director

1. Agrawal, Smit (3)
1. Hicks, Johannes (3)
1. Jaisinghani, Anesh (3)
1. Dzenetrovskii, Taras (3)
1. Viki, Zoltan (3)

ADVERTISE HERE

Newsletter Facts

Circulation

More than 60,000 contacts within the international advertising industry guaranteed.

Selective Solutions

Newsletter ads and promotions can be matched to specific target groups.

(For example: a promotional ad for a photographic event in England could be shown to all UK photographers only.)

Rates

Banner

- € 800 for the full circulation
- Rates for selective circulation on request

Promotional Ads

- € 600 for the full circulation
- Rates for selective circulation on request

Standard Terms & Conditions

Standards Terms & Conditions for advertisements and third-party inserts in newspapers and magazines.

1. "Space order" as defined in these Standard Terms & Conditions is an agreement to publish one or several insertions placed by an advertiser or other client in a printed title for the purpose of dissemination therein.
 2. In case of doubt, space orders shall be executed not later than one year after the agreement is concluded. Where Advertiser is accorded the right to call individual insertions within the term of an individual contract booking, the order must be fully executed not later than one year after the first advertisement appears, assuming that the first space order has been called and published within the previously specified oneyear period.
 3. In the case of contract bookings, Advertisers booking contracts for a specific period, or the period stated in (2), may make additional insertions above and beyond the volume originally agreed during the term of any such agreement.
 4. In the event that an order fail to be executed for reasons that are not the responsibility of the Publisher, Advertiser shall – without prejudice to any further statutory duties that may apply – refund to Publisher the difference between the discount granted and that due on the number of insertions actually made. Such refunds shall not apply if the order could not be executed because Publisher was prevented from doing so by acts of God occurring within the area of risks to be assumed by Publisher.
 5. Re: Full-position ads – n/a
 6. Space orders for advertisements and third-party inserts which Advertiser expressly wishes to appear in certain issues, certain editions, or in specific positions in the printed title, must reach Publisher in good time for Advertiser to be notified prior to therespective closing date in the event that the order cannot be executed in the desiredmanner. Classified advertisements shall be published in the respective section applying without any such prior arrangement being required.
 7. (1) Section relating to full-position ads – n/a
 8. Publisher reserves the right to refuse to accept space orders – including those forming part of a previously agreed contract booking – on account of their content, origin, or technical form. Such rejections shall be made in accordance with uniform, factually justified principles adhered to by the Publisher in instances where the content may violate laws or legal provisions, or whose publication is deemed unacceptable by Publisher. This shall also apply to orders submitted through field offices, local advertisement offices, or advertising representatives. Orders for supplements/inserts shall be considered binding by Publisher only upon presentation of samples inserts and subsequent approval thereof. Publisher shall accept no supplements or inserts which, by virtue of their size, format, or manner of presentation, may lead the reader to believe that they form a part of the actual publication, or which contain third-party advertisements. Advertiser shall receive immediate notification of any such rejection.
 9. Advertiser shall be responsible for the timely delivery of appropriate and correctly prepared origination for advertisements and loose or bound-in inserts. In the event that origination proves to be obviously unsuitable or faulty, Publisher shall immediately request replacements. Publisher shall guarantee the print quality customary for the title in which the space order appears to the extent that this is possible using the origination as supplied.
 10. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, Advertiser shall be entitled to deduct a part of the sum billed, or demand that a replacement advertisement be run, yet only to the extent that the aim and purpose of the advertisement was impaired by such errors. Where Publisher fails to meet the deadline set for the repeat insertion, or such repeat advertisement is again defective, Advertiser shall be entitled to deduct a part of the sum billed, or to countermand order. Damage claims resulting from positive breach of obligation, culpa in contrahendo, or tortious act shall – also in the case of orders placed by telephone – be excluded. Damage claims resulting from impossibility of performance and delayed performance shall be limited to the foreseeable damage, and to the rate payable for the space order or supplement/insert. This shall not apply in the case of willful intent or gross negligence on the part of Publisher, its statutory representatives, agents, or employees. Liability on the part of Publisher due to the absence of previously assured properties and qualities shall remain unaffected by this. In all commercial business transactions, Publisher shall similarly not be held liable for gross negligence on the part of persons in its employ that are not members of senior personnel. In all other cases, liability for gross negligence towards registered companies shall, in accordance with the magnitude of the foreseeable damage, be limited to the rate payable for the insertion. Complaints must – except in the case of defects that are not immediately apparent – be made not later than 4 weeks after receipt of the invoice and checking copy.
 11. Proofs shall be supplied only when expressly requested. Advertiser shall bear sole responsibility for the correctness of the proofs returned to Publisher. Publisher shall take account of all corrections reported within the final deadline set for return when proofs are sent to Advertiser.
 12. Where there are no specific provisions with regard to size, the sum invoiced shall be calculated on the basis of the actual print height customary for the respective type of space order.
 13. (1) Section relating to billing in case of newspapers – n/a. Accounts shall be settled within the payment period from receipt of invoice set out in the Rate Card, except in such cases where other payment terms, or prepayment, have been agreed. All and any discounts for earlier payment shall be granted as per Rate Card.
 14. Should payment periods be exceeded or deferment of payment requested, interest and collection costs shall be charged as per Rate Card. It shall be incumbent on Advertiser to furnish evidence that the losses incurred by delayed payment were lower than those stated. In the event of delayed payment, Publisher is authorized to defer all further processing of current orders until such time as payment has been received, and to demand advance payment for all remaining insertions. Where there are reasonable grounds to doubt the solvency of the Advertiser, Publisher shall be authorized, also during the terms of an agreed contract booking, to make the publication of further advertisements conditional – without regard for previously agreed payment terms – upon advance payment of the respective sum due, and the settlement of outstanding accounts.
 15. On request, Publisher shall supply a checking copy of the advertisement with the invoice. Depending on the nature and size of the order, tearsheets, full pages, or complete copies of the issue that carried the advertisement shall be supplied. Where it proves impossible to obtain checking copies, these shall be replaced with a legally binding certificate issued by the Publishing, confirming that the advertisement was published and distributed.
 16. The cost of producing printed plates, blocks, matrixes, drawings, and any substantive changes requested or occasioned by Advertiser, shall be met by Advertiser.
 17. A fall in circulation can, in the case of contract bookings covering several insertions, serve as grounds for diminution claims where the average circulation during the calendar year for which the Rate Card applies falls below that of the preceding year. Decisive in the case of IVW-audited titles is the net paid circulation as reported by IVW, and the circulation figures reported by Publisher in all other instance. A fall in circulation shall only be deemed a defect justifying a reduction in the rate payable when the decline exceeds 20% in the case of circulations of up to 50,000, 15% in the case of circulations up to 100,000, 10% in the case of circulations up to 500,000, and 5% in the case of circulations of 500,000 or more. Moreover, diminution claims shall be excluded in the case of contract bookings when Publisher has informed Advertiser of the fall in circulation in good time for the latter to have cancelled the order prior to publication of the advertisement.
 18. Re box number ads – n/a
 19. Re archiving of matrixes – n/a
 20. Place of performance is Salzburg. In business transaction conducted with firms listed in the commercial register, public-law entities, or public-law trusts, the place of jurisdiction in the event of any disputes shall be Salzburg. Where Advertiser's place of residence or customary place of abode – also in the case of firms and persons not listed in the commercial register – is not known when litigation papers are served, or where Advertiser's place of residence or customary place of abode has changed since the space order agreement was concluded, the agreed place of jurisdiction shall be Salzburg.
- commission paid by Publisher may not be passed on to Advertiser either in part or in full.
- b) The Standard Terms & Conditions and Publisher's Additional Terms & Conditions of Business shall apply correspondingly to tip-ons, bound-ins, or other forms of technical reproduction. Each such order shall be considered binding only after having been confirmed in writing by Publisher.
 - c) From the date on which they become effective, all changes to the Rate Card shall also apply to existing contract bookings, though not before 4 months after the announcement of such changes have elapsed.
 - d) Where applications for joint discounts are made by companies belonging to the same group, written notification that an interest of at least 50% is held in the company must be furnished.
 - e) On the establishment of new business relations, Publisher shall reserve the right to demand that advance payment be made by the closing date for advertisements.
 - f) Advertiser shall bear sole responsibility for the content of advertisement, and for ensuring that all copy and visual material made available for the insertion conform with all relevant legal provisions. Advertiser hereby undertakes to indemnify Publisher against all third-party claims which may be brought against Publisher following execution of the space order, even where such order is subsequently cancelled or withdrawn. Publisher shall not be obliged to examine whether space orders and advertisements infringe the rights of third parties.
 - g) In the event of plant stoppages and operational failures, acts of God, industrial disputes, confiscations, traffic disruptions, general shortages of fuel, raw materials, energy and the suchlike – at both Publisher's operations and those of third-party companies on which Publisher depends for the discharging of duties and liabilities – Publisher shall be authorized to demand full payment in respect of published advertisements, where the respective publication has a circulation equivalent to 80% of the average number of copies sold or otherwise distributed during the previous four quarters. In the event that fewer copies be distributed, the sum billed to Advertiser shall be reduced in proportion to the relation between the guaranteed paid or otherwise distributed circulation and the actually distributed number of copies. Falls in circulation occasioned by the reasons outlined in (g) shall be disregarded under the terms of Section 17 of the Standard Terms & Conditions.
 - h) The duty to retain origination supplied shall end 3 months after expiry of the agreement, except where other provisions have been expressly agreed.
 - i) The forwarding of 2 or more color copies, failure to supply origination in a timely manner, and the wish to have copy reproduced in a manner other than that customarily applied for the origination type supplied may have an effect on the position and print quality of the advertisement, which shall not be considered grounds for a complaint. Publisher reserves the right to make additional charges to cover any costs thus incurred.

Publisher's Additional Terms & Conditions of Business

- a) Advertising agencies and other intermediaries hereby give an undertaking to adhere to the prices shown in Publisher's Rate Card in all quotations, agreements, and invoicing procedures. The