

*Media kit*

edition 13-11  
english

# archiproducts®

the worldwide source for architecture & design products

THE  
ARCHITECTURE  
DESIGN  
NETWORK  
—  
archipassport

edilportale®

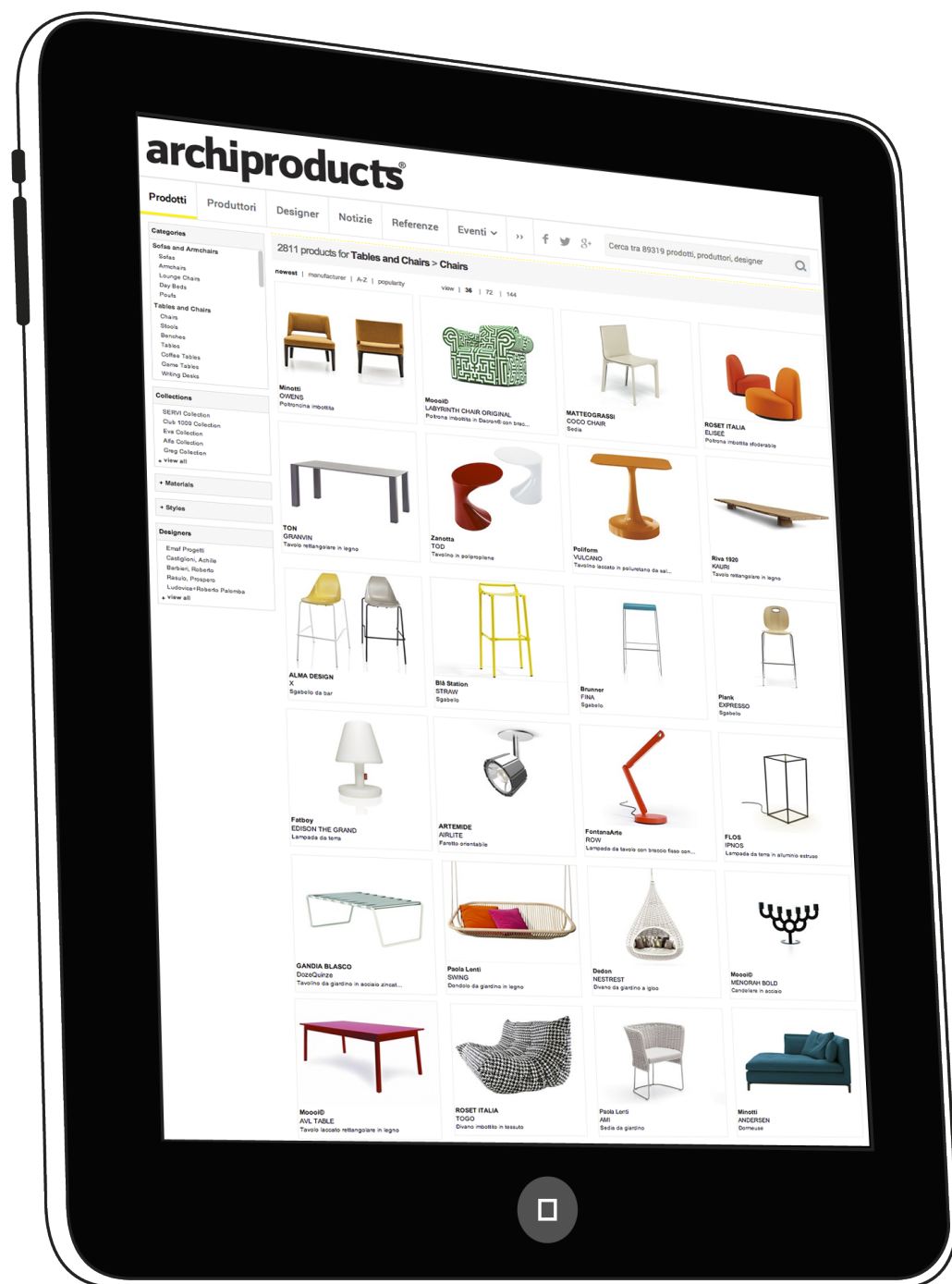
archiportale®

archiproducts®

archilovers®

# archiproducts®

the worldwide source for architecture & design products



## THE LARGEST ONLINE DATABASE FOR YOUR PRODUCTS

the international products directory + the online magazine for architecture and design + the social network for architects and designers

Archiproducts is the largest “**permanent virtual exhibition**” of international architecture and design.

The place where you can find the best design products and brands. Archiproducts.com is not only products and companies, but also designers, news and events.

**90,000 catalogues** published, **2,500 designers**, an incredible source of inspiration for designers, interior designers and end users.

**11 languages** covering the main geographical areas of the world to reach professionals everywhere.

Archiproducts is also a **free App** which lets architects, designers and interior designers all over the world consult and choose the products of the best brands directly on their own smartphone.

Archiproducts shares its products database with **archilovers.com**, the largest professional network for architects and designers in the world.

This connection allows the community to insert the products of the database in all the projects published.

### THE ARCHITECTURE DESIGN NETWORK

— archipassport

*Archiproducts is a website of Archipassport, the international network chosen by professionals to find their way and communicate in the construction, architecture and design world.*

**archiproducts®**

the worldwide source for architecture and design products.

**archilovers®**

the architecture and design professional network.

**archiportale®**

architecture, design, interiors magazine

**edilportale®**

the construction industry search engine.

*\*stay tuned on our breaking news \_ go to [archipassport.com](http://archipassport.com)\**

# WEB TRAFFIC

42 MILLION

visits / per year

24 MILLION

unique visitors / per year

118 MILLION

page views / per year

## THE TRAFFIC ON THE NETWORK:

archiproducts.com (11 million readers | 38 million page views)  
archiportale.com (3 million readers | 10 million page views)  
archilovers.com (6 million readers | 25 million page views)  
editportale.com (22 million readers | 45 million page views)

Traffic data Google analytics

1.5 MILLION

followers on social networks



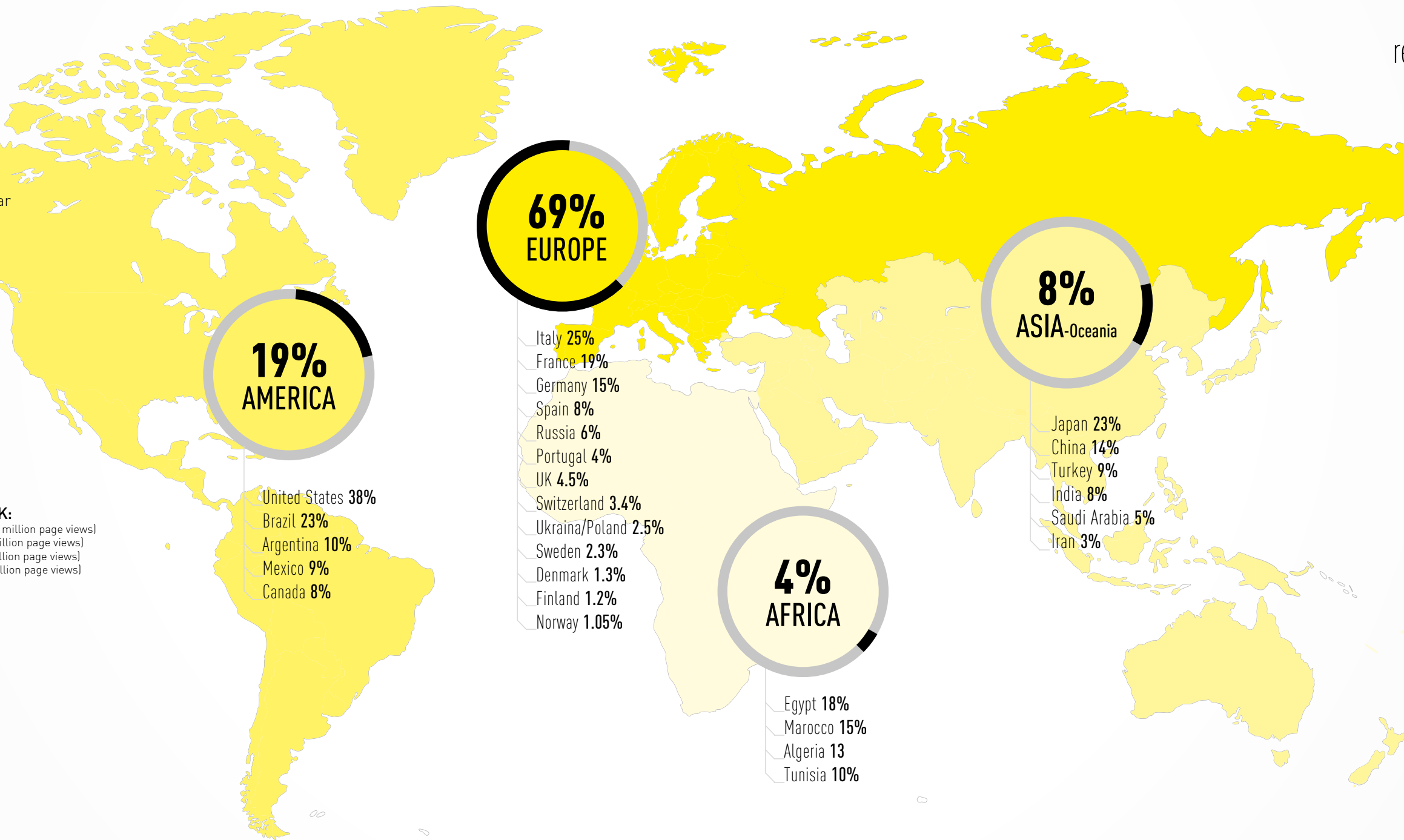
# THE COMMUNITY

800,000  
registered users

80 %  
architects

design  
interior design  
furnishing  
decoration  
equipment  
lighting design  
outdoor design  
industrial design  
technical design

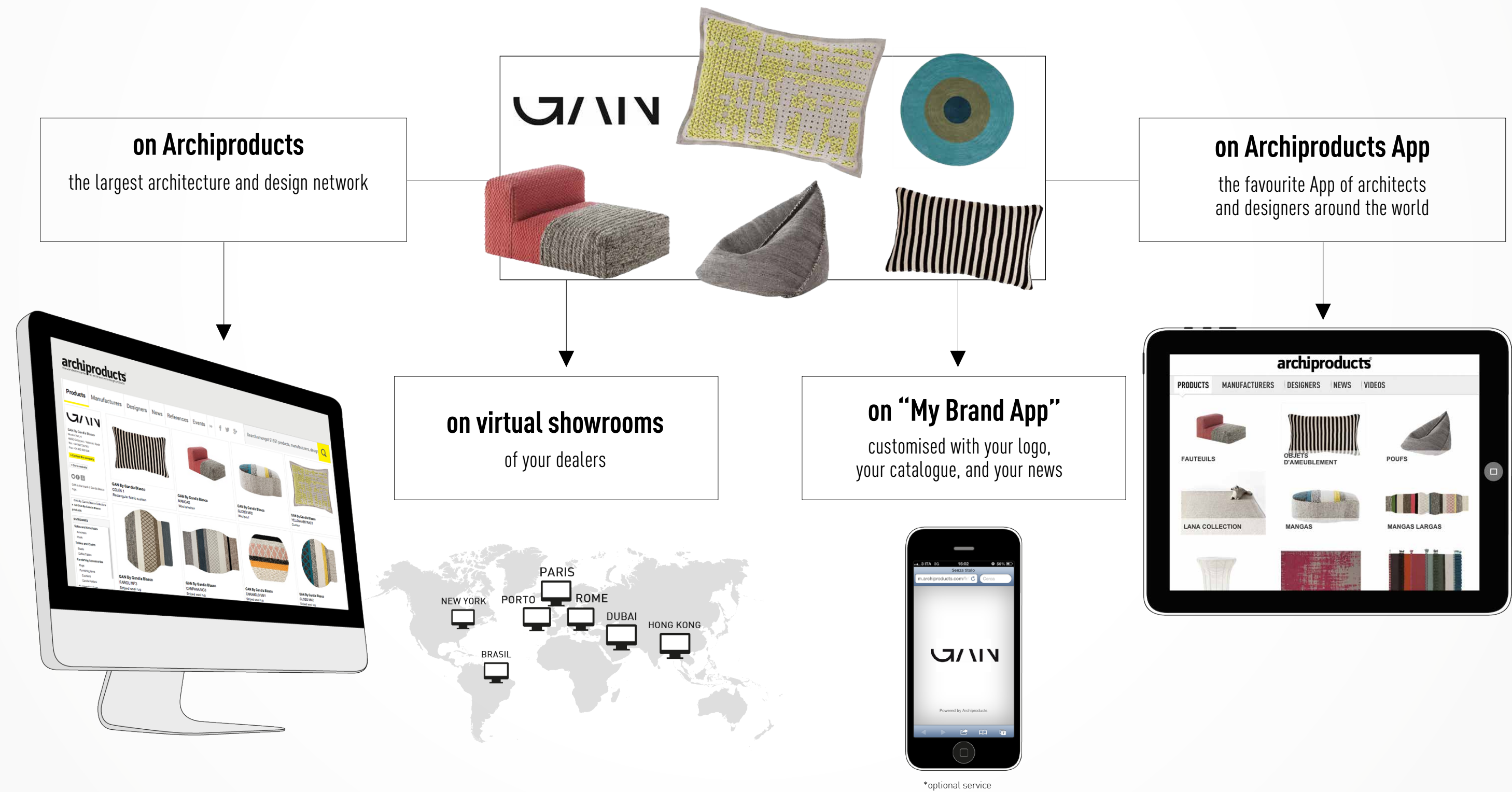
20 %  
dealers  
resellers  
agents  
companies  
distributors





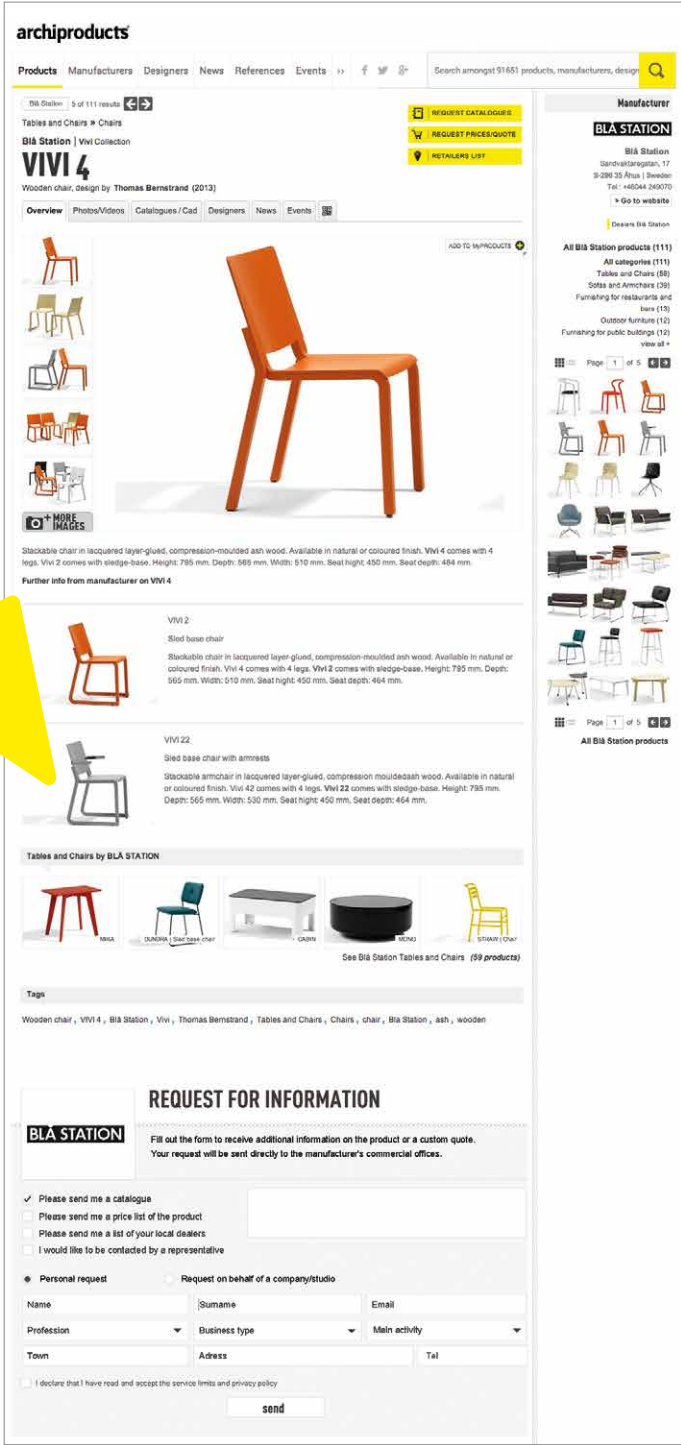
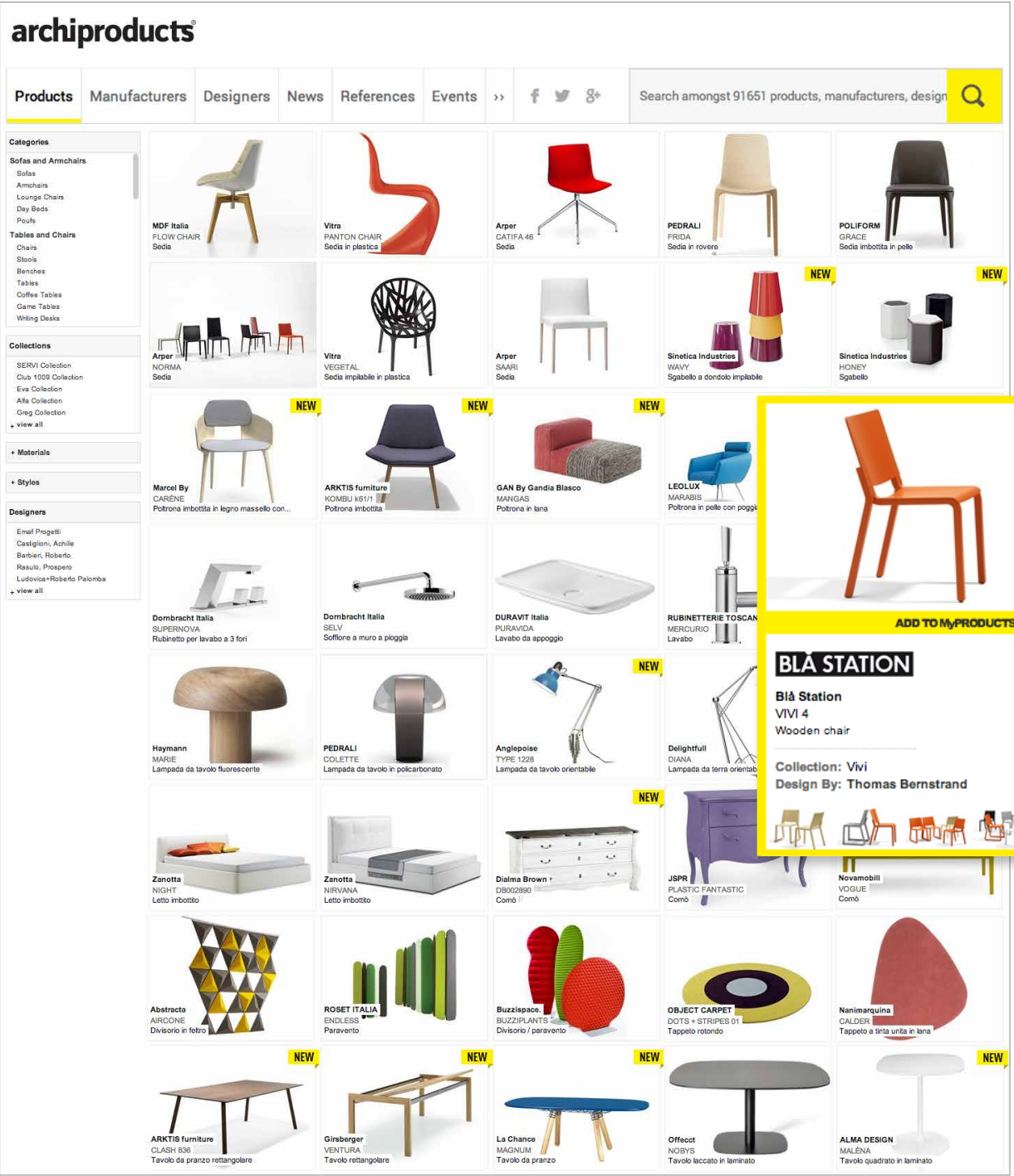
# THE PRODUCTS DIRECTORY

1 membership, maximum visibility, on the web, and on mobile!



# YOUR SHEETS IN THE PRODUCTS DIRECTORY

The largest online database for architecture and design, translated in 11 languages



Publishing your catalogue on the network significantly improves your website's Pagerank on google, thanks to the valuable backlink from our network.

## CATALOGUES

Architects can “flip through” your catalogues online. The pleasing and customary action of turning pages comes with new possibilities like zooming in the pictures, clicking on the links in the pdf, zooming in the text and above all, having access to your product sheets.

## REFERENCE PROJECTS

Your products used in the best projects all over the world. What better way of referencing a quality product? You can see all the tagged products with a simple click on tab “reference” on archiproducts.com.

## DESIGNERS

Link each product to its designer. Archiproducts visitors can then choose your products based on their favourite designer.

## CAD

Upload the CAD blocks of your products and make them available to thousands of designers all over the world.

## PHOTO&VIDEO

If a picture can paint a thousand words, then several pictures and above all several videos can describe your product in its finest detail. You can upload pictures, a video or import it straight from YouTube or Vimeo.

## PRESS RELEASES

Are you presenting a new product at Imm Cologne, at iSaloni or at Maison & Objet? You can link the product launch to the event and publish the relevant press releases on archiproducts.com.

## INFORMATION REQUESTS

All product sheets contain an online interactive form aimed at connecting a designer or company with a manufacturer. Requests, complete with personal data, are sent in real time via email, directly to the sales office, distribution network and/or agents on the territory, and saved in your reserved area.

## DEALERS

Your products are requested around the world, but it is difficult to find them? On Archiproducts you can enter a list of retailers and update it any time.

MEMBERSHIP € 1,800 / year

## Benefits of Annual Membership

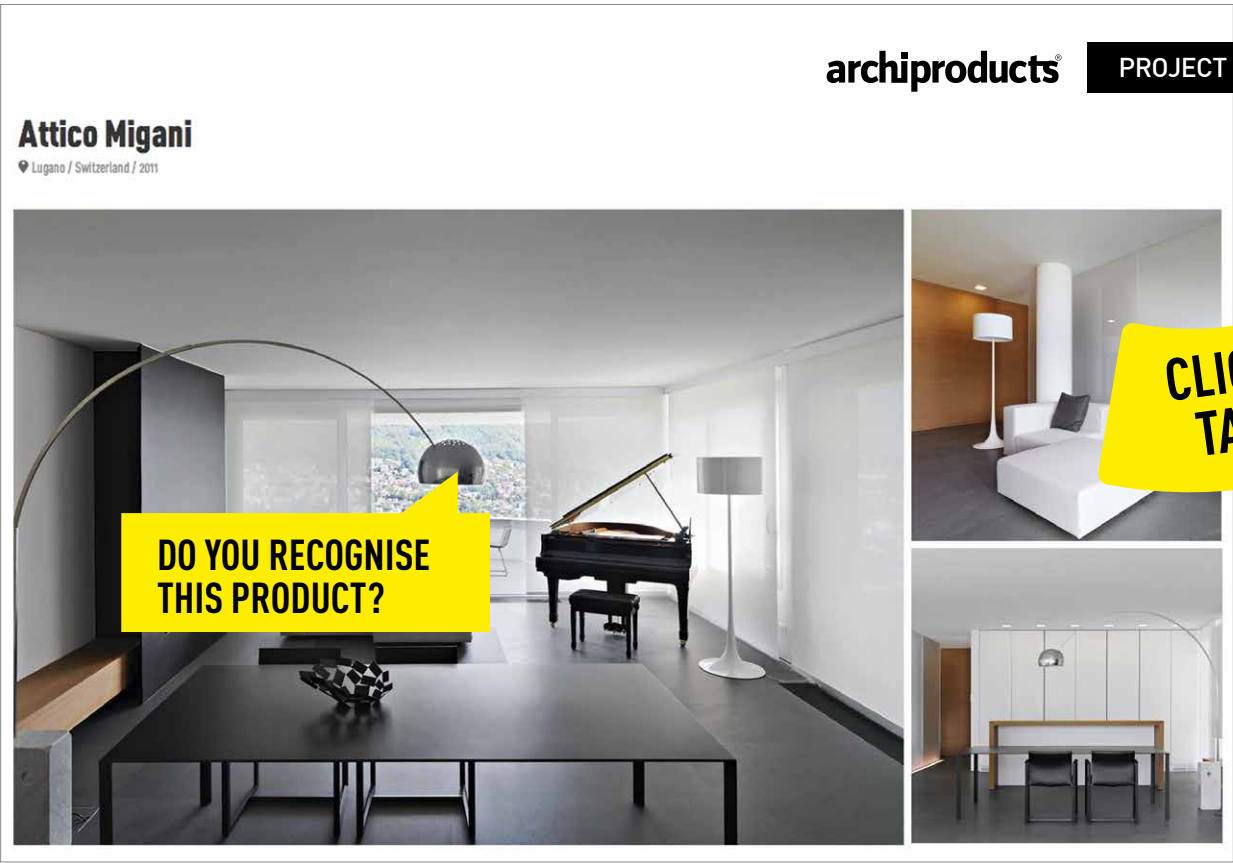
- + Annual presentation of unlimited product sheets with photo gallery, videos, downloadable catalogues in PDF format, CAD blocks and links to the company web site, in the Products Directory of each network website.
- + Automatic visibility of one or more products in the “Featured products” section of the editorial newsletter, on the homepage and in the introductory page to the Products Directory.
- + Visibility on the Archiproducts App for iOS, Android.
- + Worldwide exposure and browsing (no geographical restrictions) in 11 languages (English, Italian, French, Spanish, Portuguese, German, Arabic, Chinese, Russian, Hindi, Japanese).
- + Autonomous publication of an unlimited number of multilingual press releases and distribution in the editorial newsletter of archiproducts.com@.
- + Notification of Participation in trade shows and visibility in the pages of the guide to these events.
- + Access to the reserved area to update the product sheets and to view the web statistics in real time (impressions, clickthroughs, downloads, etc.).
- + Access to the database of qualified users requesting information/quotations.
- + Enhanced management of the qualified leads with the possibility of exporting them in Excel, sorting them to your sales network by language or country, customising an auto-reply service.



# YOUR REFERENCES

Tag your products and show how they are used in real projects

Thanks to the “tagging” instrument you can reference all your products on the projects where they have been used. In this way a two-way flow of research can be activated from the projects published on Archilovers to the product sheets on Archiproducts and vice versa.



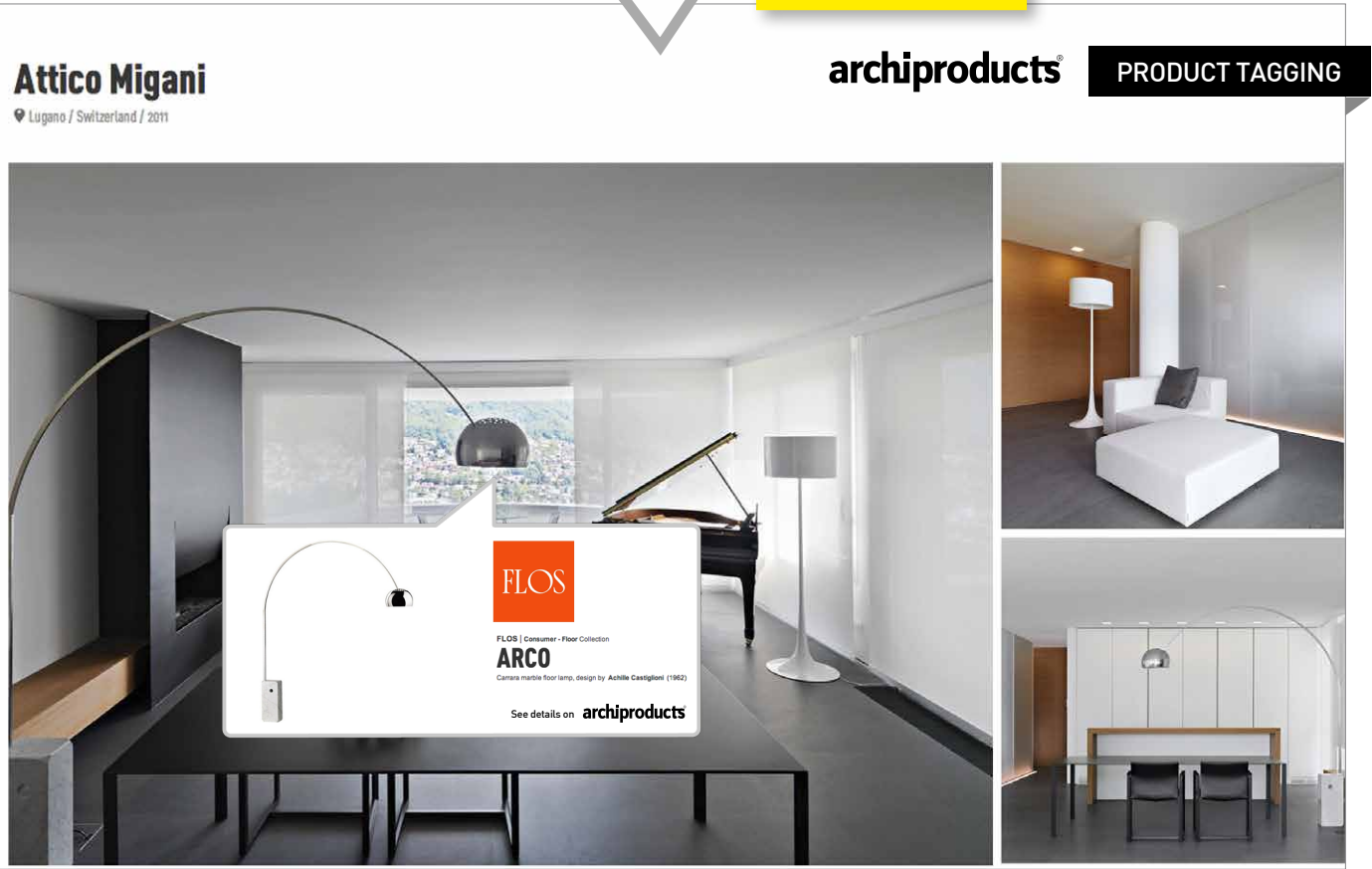
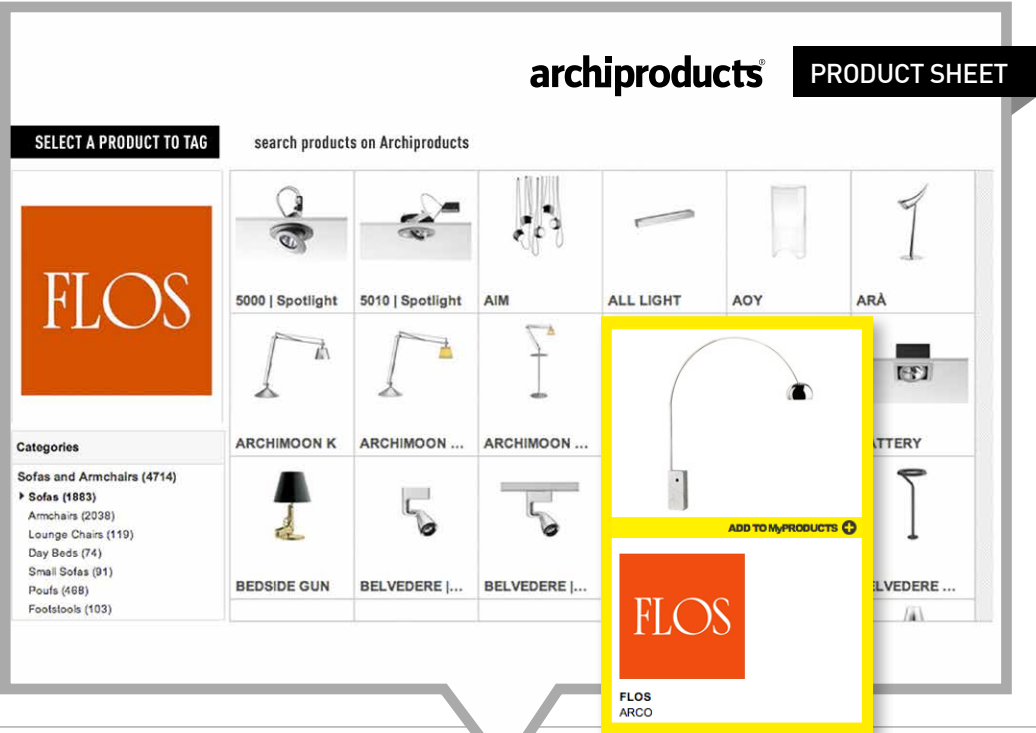
Would you like to see how your products have been used in real projects?

Just like on Facebook, where you can tag and thus link people to an image, on Archilovers you can tag and link products to

project photos added by you or already present in projects of other architects. How is all this possible? It is quite simple.

Archilovers communicates with the Archiproducts database, so just tag your product and it will appear directly in the project. Your product will always be visible on the project photo and by clicking on it, the user

can see the detailed product sheet on Archiproducts. So, your product is described not only in terms of its technical features but is also chosen and put into a practical context in real situations.



## Archilovers is...

The first, real social network for architects, designers and lovers of architecture.

It is a free, international platform with boundless space to create your professional network.

You can create your company profile, write and manage stories, news and press releases for your followers. Publish photos, videos, projects, products and add them to dedicated albums.

But the true strength of Archilovers is its interaction with Archiproducts.

Your products on Archiproducts can be linked and added directly to the projects published on Archilovers by tagging it.

This is quite an advantage, because it gives your products a context within real projects of architects and designers all over the world.

### 1 Where do you tag the product?

All the Archilovers projects offer the possibility of tagging products directly in the image gallery.

### 2 How do you add it?

- 1) Go to the photo gallery
- 2) Click on “tag a product”
- 3) Then click on the product
- 4) Follow the procedure

### 3 Who can tag?

The tag function is accessible to all Archilovers users, designers and companies.

Anybody can recognise a product and tag it on the project image.

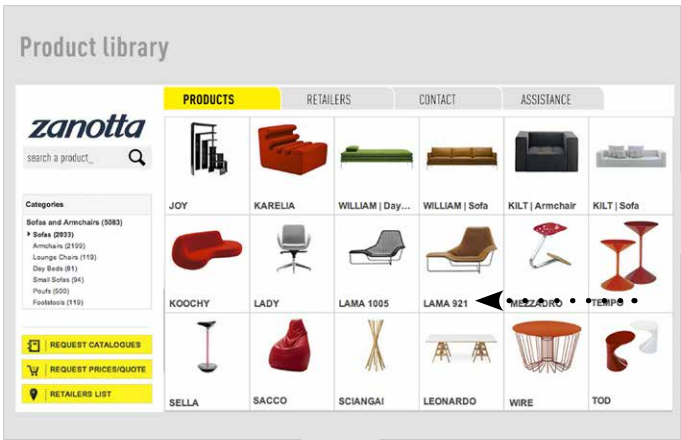
# THE VIRTUAL SHOWROOM

Your products on your site and on your dealers network

The “Virtual Showroom”, the web platform which you can incorporate into your website and which contains all your product sheets, has been launched.  
An **extension of your catalogue and of your shop**, integrated on the homepage of your website.

You can **manage the showroom independently**, update the product sheets and add new ones.  
More importantly, the same platform can be used by your **dealers**, who can thus show your products on their website.

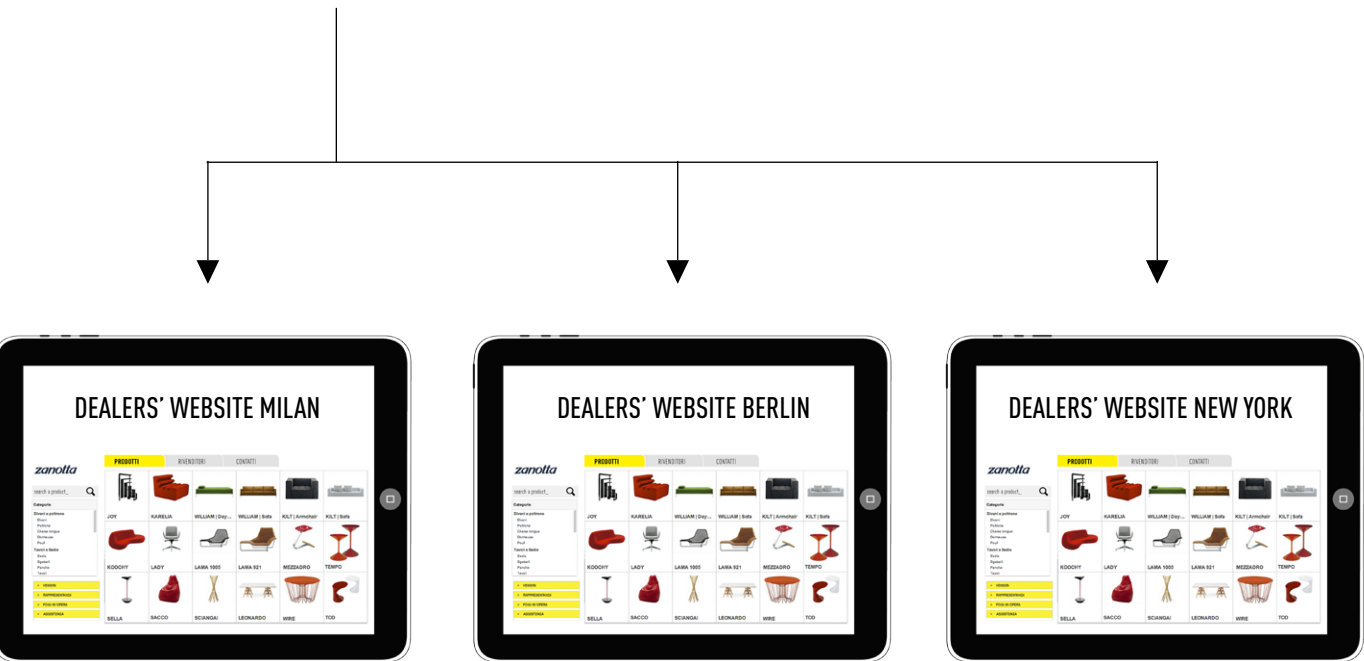
## YOUR PRODUCTS



ON YOUR WEBSITE



## ON YOUR DEALERS' WEBSITES



Example of Virtual Showroom connected to the company website, above, and to the dealer's website. Contact us for further information

# MY BRAND APP: YOUR OWN CUSTOMISED APP

The products library App with your brand



Example of customised single brand App – splash page with company logo

When you publish your products on Archiproductions, you will have the optimised version of your catalogue for smartphone. You can also buy **your own customised App** for iPhone and for other smartphones.  
So, **with a single publication** (managed by yourself, if you want) you can take control of your website, your presence on the 4 websites of the Network and your customised app.  
Ask your Archiproductions representative for an appointment, a presentation, and a proposal to create your App.  
**We can create it for you in a few hours!**

## Creation and publication of the “MyBrandApp”

your products + your collections + your news + contact + designers all on your “My Brand App”

€ 1,800 | one-time fee

## ADMIN

The App's content is managed through Admin Archipassport that the company can use to create, update and edit information on products, news, designers and contacts.  
The App can be promptly updated and synchronised with the online version of the products on the network sites (the Products Directory staff are always available to help you with this).

## CONTACT DETAILS

Address, phone number, website and social network contacts.

## NEWS

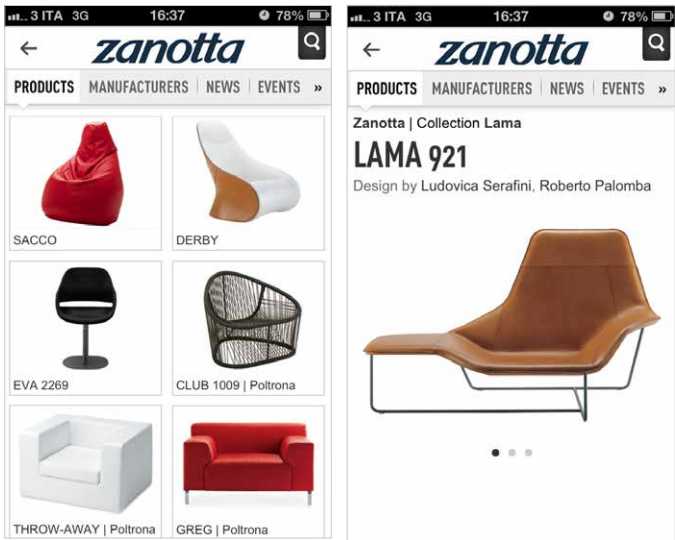
News consisting of title, subtitle, text and picture gallery, press releases, texts.

## PRODUCTS / COLLECTIONS

Browsable by category, collection, quick search by keyword with word completion, list of product sheets with photos, videos, pdf catalogues (with an identical format to that already published in the Products Directory of the Network), information request forms.

## DESIGNERS

Possibility of connecting each product to its designer, with a photo and brief biography.



See the offers on pages.26



# THE NEWSLETTER / DEM

the certainty of talking to the right target

The Direct Emailing allows you to **communicate via email with 430,000 registered architects and companies**, promoting products, services, events, softwares and books.

In terms of **visibility and branding**, the efficacy of this service is a certainty: communicating with newsletters makes you obtain **thousands of qualified leads** in a very short period of time.

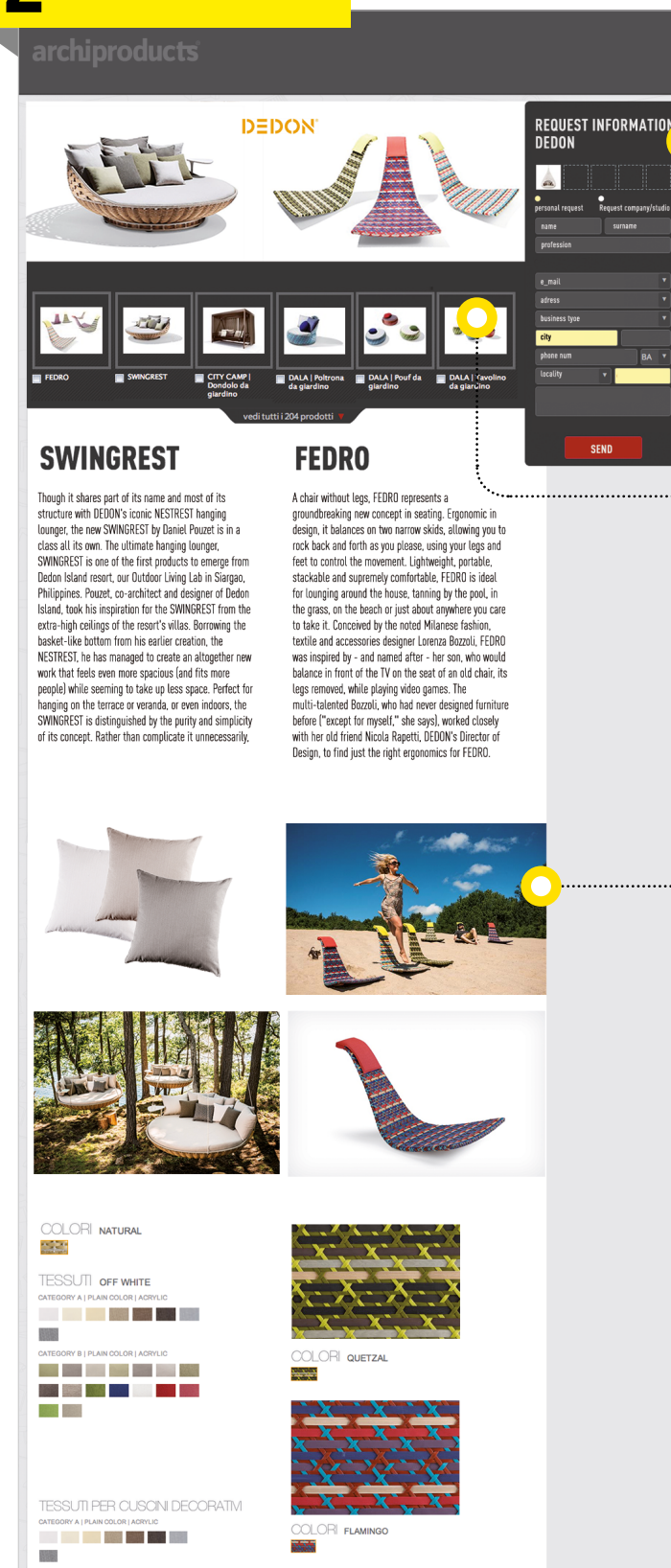
The newsletter is made up of two “objects”: **the email** sent to the chosen target which links to a **“landing page”** with

the **“technical details”** containing further information and contact form.

The newsletter’s graphic layout and message are produced by our staff to help you achieve your goals. It can be a single image or a combination of texts and images.

Colour, graphic, communication and marketing in a combination of technical and advertising information for the **best results in terms of visibility and clicks!**

## 2 LANDING PAGE



### CONTACT FORM

Users can immediately request information, quotes, catalogues to the company. This form can get you hundreds of new qualified leads on which you can perform traditional communication activities, through your business network or through further marketing operations.

### YOUR PRODUCTS IN THE ARCHIVE

All the products can be seen at the top of the landing page. Here you can search the products, by name or category, and access each individual product sheet. A true single brand directory which lets the user perform a single, more detailed, and specific information request.

### TECHNICAL DETAILS

This section contains detailed technical information, application methods, potential annexes in .pdf format, drawings, etc.



### OPTIMISED VERSION FOR SMART-PHONE

All the users who receive the newsletters on smartphones access an optimised version of technical dossier: quick, light, aimed at increasing the number of commercial leads.

## 1 E-MAIL sent to users



**Click!**  
to see the dossier

Your newsletter: create it in just 3 steps ...

1

### DESIGN

The newsletter is designed based on the product or service promoted. The Archiproducts graphic design department, in

collaboration with your company's marketing office, develops and creates an advertising visual layout, followed by a dossier with technical details on the specific product or service.

2

### TRANSMISSION TO SUBSCRIBERS

On the agreed date, the Newsletter is sent to the selected target (all subscribers or selected categories only). The number of active users

receiving the newsletter depends on the number of people subscribed to the transmission channel and therefore may vary according to the channel selected (see following pages).

3

### REQUESTS AND REDEMPTIONS

In real time, your company's business office starts receiving information requests from users interested in your product or service. All user requests and data are filed and

can be immediately consulted in your private area.

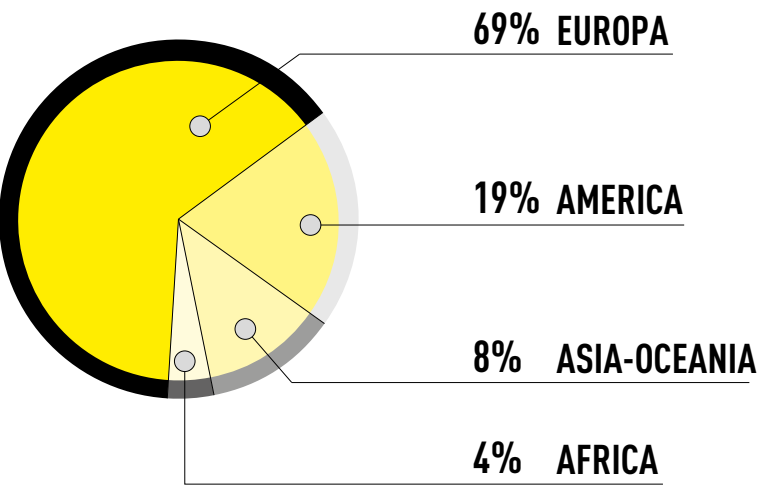


# INTERNATIONAL TARGET : 430,000 RECIPIENTS

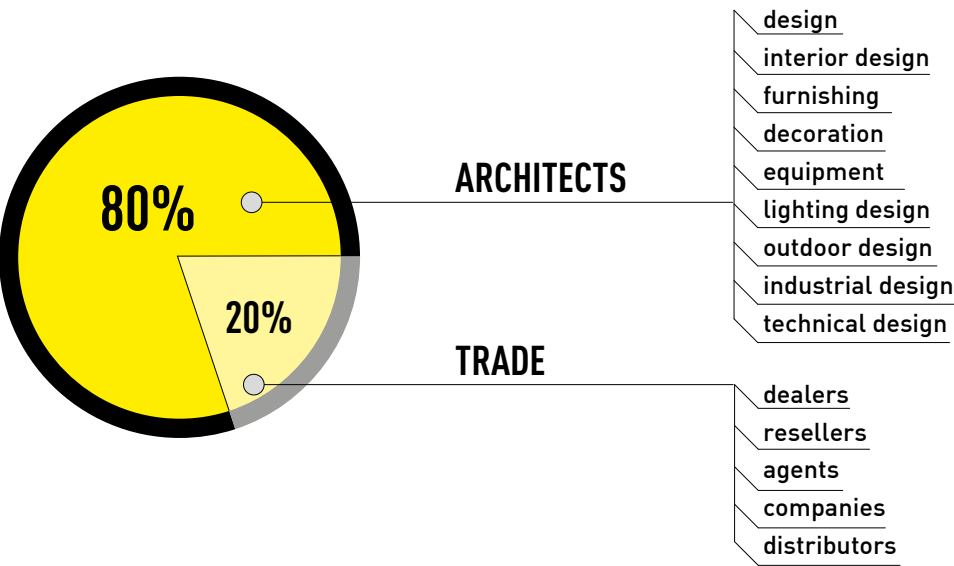
architects, designers, distributors all over the world

The direct e-mailing (DEM) service is the best and **quickest way to communicate with** a target of architects, designers, dealers, resellers and agents. Archiproductions has over 430,000 registered users **all over the world**. The newsletter can be sent to all the geographical areas of the active registered users on the whole network.

## GEOLOCATION OF RECIPIENTS



## BREAKDOWN OF TARGET BY PROFESSION

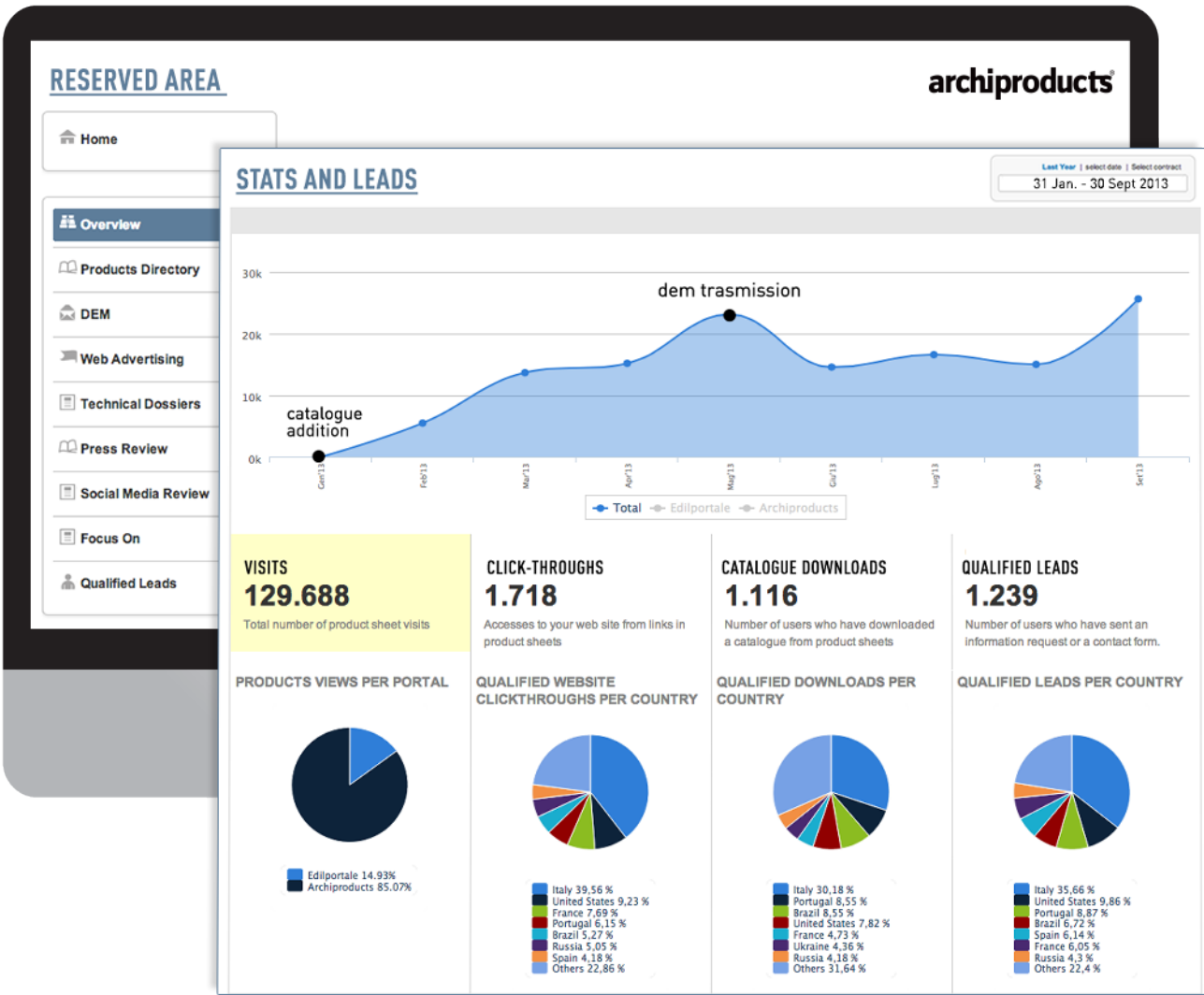


DEM NEWSLETTER - 430,000 recipients - € 3,200

# STATS AND LEADS

many new qualified leads to manage through your reserved area

At any time you can access your reserved area and view a report on your DEM: **number of recipients, clicks, information requests, qualified leads**. You can also download an Excel file with the data of the inquirers, categorised by profession and geographical area, as well as see an overview of your product catalogue, which is updated in real time.



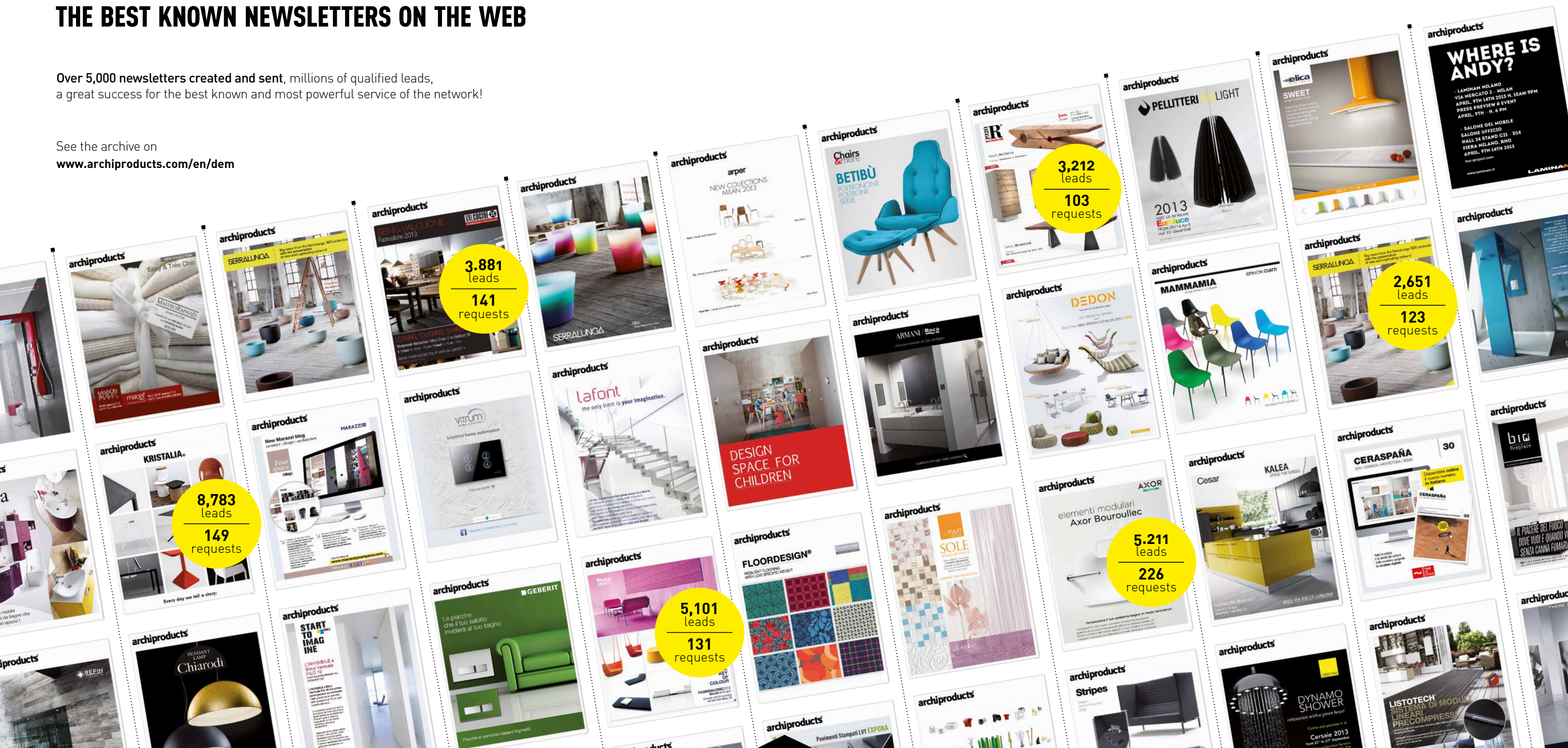
Access to the reserved area (web stats and qualified leads) is activated with the membership.



# THE BEST KNOWN NEWSLETTERS ON THE WEB

Over 5,000 newsletters created and sent, millions of qualified leads, a great success for the best known and most powerful service of the network!

See the archive on  
[www.archiproducts.com/en/dem](http://www.archiproducts.com/en/dem)



## The most frequently asked questions on the newsletters

### Who decides when the DEM is sent?

It is agreed on, according to the needs and availability of space in Archiproducts's calendar. In general, prior to the most important events in the sector, and in the Autumn and Spring in any case, requests for the Newsletter are higher so you will have to book the space in good time, if you wish to transmit your newsletter at these times. In any case you can book the date and then confirm it contractually later. The booking can be held for a maximum of 2 weeks, after which the option expires unless contractually confirmed.

### Who chooses the transmission theme channel?

It is decided by the editorial staff of Archiproducts, according to criteria related to the product and transmission date.

### Who are the DEM sent to?

To all active emails (emails of registered users who receive and interact with Archiproducts's Newsletters regularly). Users who do not interact with the Newsletters for various consecutive transmissions are considered "inactive" and will no longer receive the DEM.

### Who takes care of the graphics?

The graphics and page layout are created by the editorial office, at no additional expense, or they can be supplied by the client according to dimension and content specifications indicated by the editors. However, Archiproducts has complete discretion over the subject of the Newsletter and Archiproducts's transmission address (Transmission theme channel).

### When and what kind of material should be sent?

The material must be sent within 5 working days from the transmission of the DEM. Any proof readings sent by the client must be transmitted within a suitable time frame so that Archiproducts can make the necessary corrections prior to transmission. Further details on the submission times of the material are indicated in the CONTRACT CONDITIONS annexed to the order forms.

### How many links can the DEM contain?

We generally choose to put a single link in the DEM to lead the readers in a specific direction. However, if clients wish to introduce several links, they can do so.

The DEM link generally takes the reader to more detailed information which is specifically created and also contains an information request form. If a client wishes, the link can also lead to their corporate website or specific pages on the corporate website.

### How do we assess the efficacy of a DEM?

Number of recipients, number of openings of the DEM (therefore number of users who have viewed the message and corporate logo), number of clicks that these users have made on the DEM, number of contacts deriving from the information request form in the dossier (direct result). In addition to this data, after receiving the DEM, a certain number of users call the company's customer service, click on the link of the company's website, view the product fact-sheets, etc.

### What kind of results can I expect?

The result of a DEM depends on a large number of unpredictable factors, including brand recognition, product recognition, degree of innovation, transmission date, number and type of target in relation to the product type, period of the year, etc. In any case by analysing the results of the Archiproducts users over the last few years, what comes out is that it is always important to do a good job and try to give as much information as possible to the users. The result is almost always more than satisfactory!

### How can I manage the contacts obtained with the DEM?

Clients have a restricted area to check the Newsletter performance (as well as other services purchased) in real time: transmission time,

number of recipients, clicks and information requests. Information requests are recorded in the restricted area as well as being sent to the company by email.

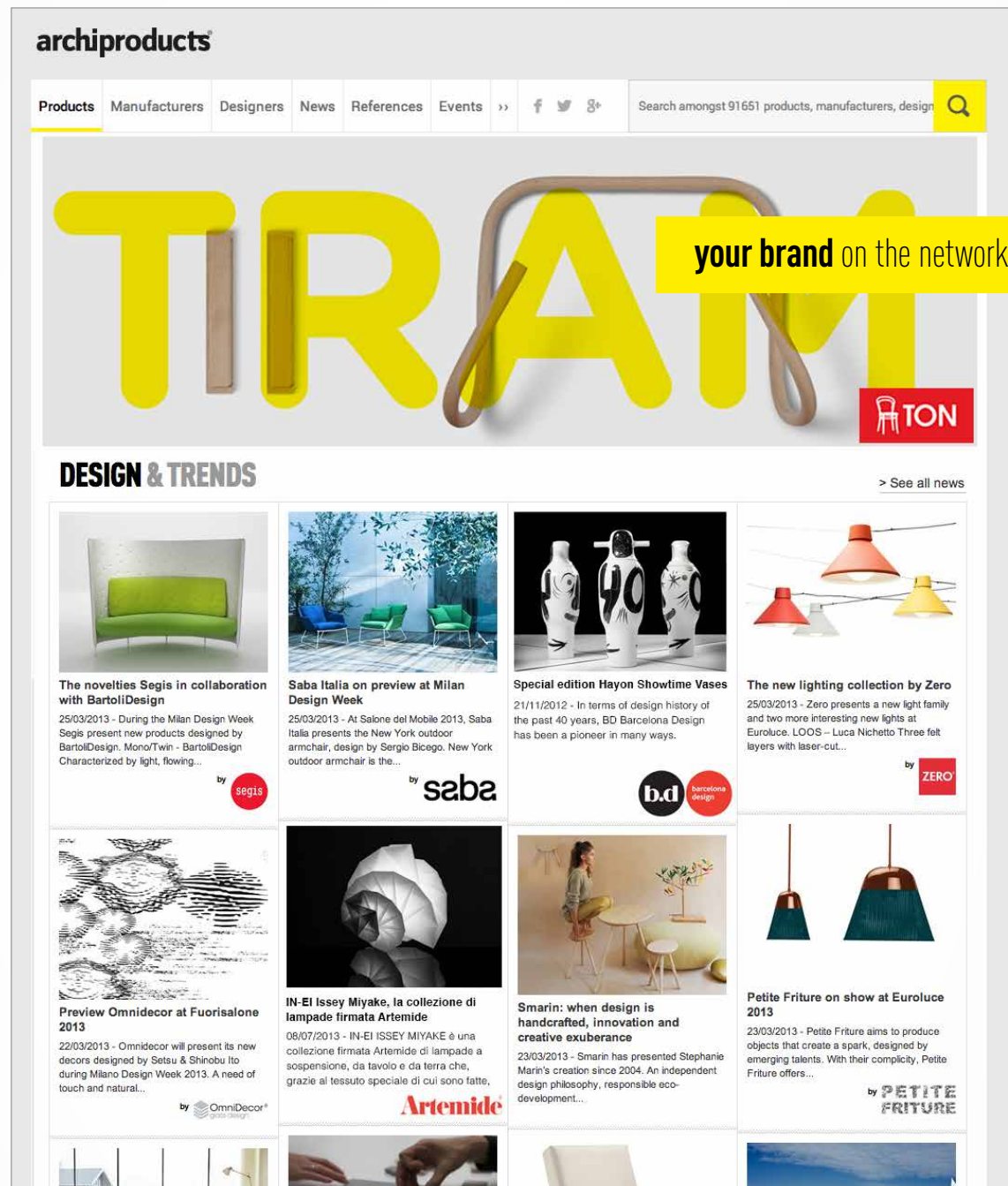
The data of enquiring users (and individual requests) can be downloaded in Excel format, broken down according to region, province, professional category, etc., and followed up for commercial purposes.

For all other information, including contractual information, regarding the DEM service, please read the **CONTRACT CONDITIONS** annexed to the order forms.



# ADVERTISING-ADS

Small spaces for big results



your brand on the network

## How to choose the ads?

### What ads best suit you?

We have created a series of display ads for you to choose from according to format, position and target.

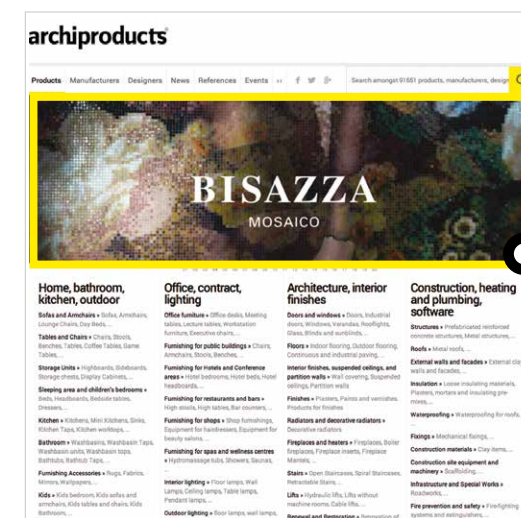
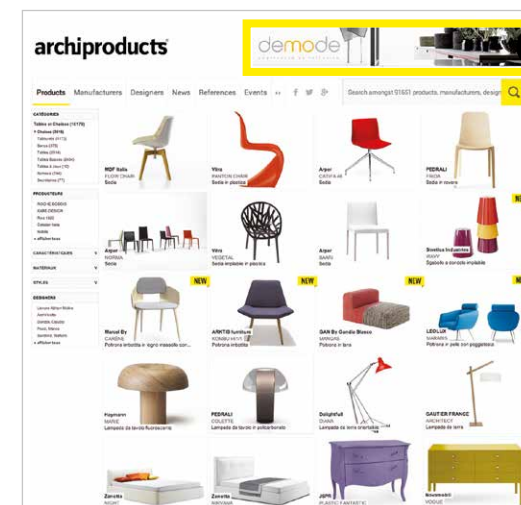
### Choose where to show your ads according to:

**Geographical target:** on Archiproducts and Archilovers you can select the countries where your ads will be seen.

**Professional Target:** visitors of Archiproducts and Archilovers are mainly architects and Designers but on Archilovers you may even choose which kind of architect or designer you want to see your ads. You can select them by activity, area of interest, kind of projects they are interested in.

**Product category:** on archiproducts you can select the categories where your ads will be shown. You can choose to spend your impressions on web pages that suit the category of the product you are promoting.

## ADS ON ARCHIPRODUCTS



## LEADERBOARD BANNER

Size: 728x90 pixels  
Available positions: 2  
Display: all the pages

€ 600 x 100,000 impressions

### Visualisation options

- ✓ All archiproducts  
the banner appears on all the archiproducts pages.
- ✓ By country  
the banner is only visualised by the users of the chosen countries.
- ✓ By category  
the banner appears when a specific category of goods chosen by the company is consulted.

## FLASH GALLERY

Size: 1000x340 pixels  
Available positions: 1  
Rotation: max 30 brands  
Display: Home Page

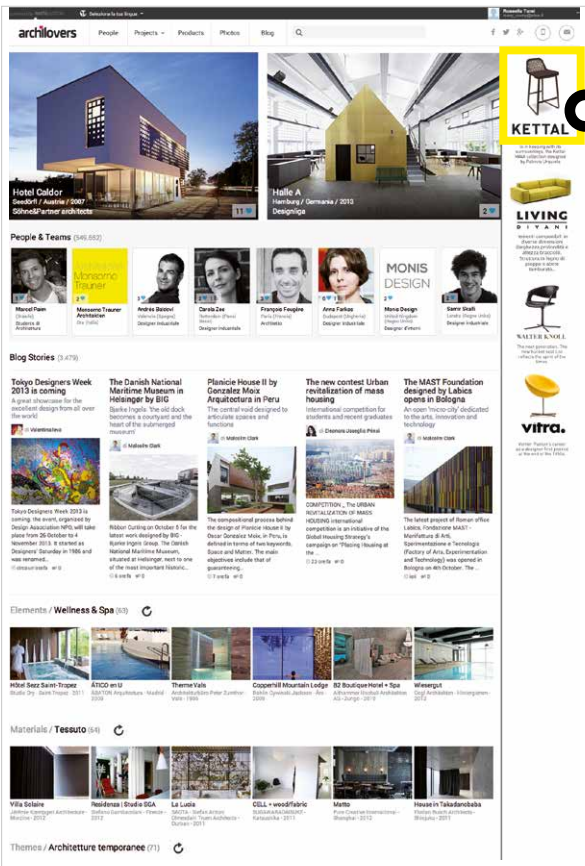
€ 600/week

## GRAPHIC ADS ON ARCHIPRODUCTS EDITORIAL NEWSLETTER

Sent to 430,000 registered users  
Size: 728x250 pixels  
Available positions: 3  
Rotation: No  
€ 600/transmission

Advertising image in the central body of the editorial newsletter, sent by e-mail to the registered users of Archiproducts.

ADS ON ARCHILOVERS



**ADS on ArchiLovers**

**Size:**  
120 x 90 pixels & 135 characters

**Available positions:** 4

**Display:** all the pages

**€ 600 x 100,000 impressions**

- Visualisation options**
- ✓ **All ArchiLovers**  
The ads appears on all the pages of the website.
  - ✓ **By nationality**  
The ads is only visualised by users of the chosen countries.
  - ✓ **Interests of the registered designer**  
The ads is only visualised by the registered users who chose the indicated interests when registering.
  - ✓ **Type of project**  
The ads appears when the indicated type of project and album are consulted.



**GRAPHIC ADS ON ARCHILOVERS EDITORIAL NEWSLETTER**

**Sent to 350,000 registered users**

**Size:** 728x250 pixels

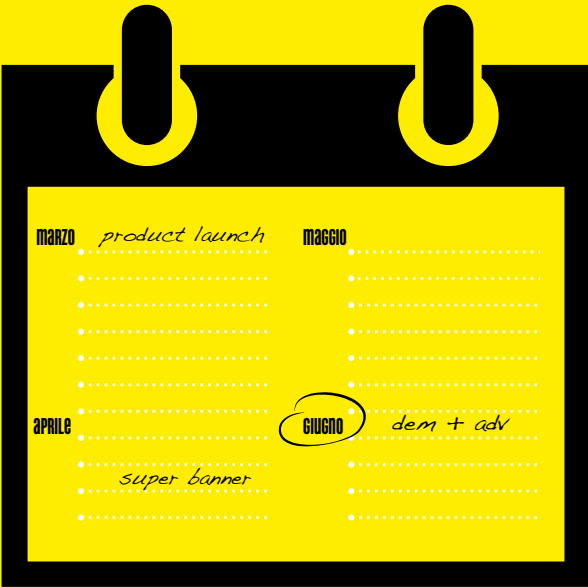
**Available positions:** 3

**Rotation:** No

**€ 600/transmission**

Advertising image in the central body of the editorial Newsletter, sent by e-mail to the registered users of ArchiLovers.

PLANNING packages



plan your web marketing



# MEMBERSHIP

price list / ver-1311

☐

**PRODUCTS LISTING on archiproducts.com**

**€ 1,800**

**Annual presentation of an unlimited number of products**

Product sheets with photos, videos, catalogues, designers, links, references, retailers, CAD

**Worldwide exposure in 11 languages**

English, Italian, French, Spanish, Portuguese, German, Arabic, Chinese, Russian, Hindi, Japanese

**Visibility on Mobile**

Optimised product sheets for mobile devices, visibility on the Archiproducts App (iOS, Android)

**Leads and Stats**

Reserved area, web stats, qualified leads database, self-editing of product sheets

**Editorial Coverage**

Publication of multilingual press releases, communication of your presence at international trade fairs and events, visibility on the editorial themed newsletters and products featured on our homepage

**Marketing for Events**

Exposure for brands and products on web special showcases and guides dedicated to the main international trade fairs and events

**Your products will be published on the Archipassport Network:** archiproducts.com, archiportale.com, archilovers.com and edilportale.com.  
Thanks to our team of architects, the presentation will be ready shortly after the membership confirmation.  
You can ask for your products to be updated, free of charge, any time you like.

Select the package, fill in the following fields, and send the form by fax **+39 080 99 95 130** or scanned to the email address **sales@archiproducts.com**

*Offers Valid until 30/06/2014  
Prices Ex-VAT*

The transmission dates of newsletters and publication of services are agreed on according to availability. Edilportale Spa reserves the right to deny the publication of content deemed improper. The effective number of recipients of the DEM Newsletter may be 10% more or less than the figure indicated. The described services and their terms of supply are regulated by the annexed contract conditions, of which this order form is an integral part and which is further detailed in the edilportale brochure valid at the subscription date (ver-1311).

**PAYMENT TERMS**

Unless otherwise agreed, the overall invoice is issued on the first day of the month after subscription and payment by direct remittance.

**INFO AND CONTACTS 080-2460421**

COMPANY NAME	
ADDRESS	
ZIP CODE	
CITY	PROVINCE
VAT reg. no.	FISCAL CODE
IBAN	(for bank transfer)
CERTIFIED EMAIL ADDRESS	
TECHNICAL CONTACT (for services, sending materials, etc.)	
NAME AND SURNAME	
ADMINISTRATIVE CONTACT (for sending invoices, etc.)	
NAME AND SURNAME	EMAIL
ACCEPTANCE OF TERMS AND CONDITIONS	
By signing this order form the client hereby declares to have read the annexed Contractual Conditions Ver-1311 and to accept them without reservations.	
DATE	THE CLIENT
Pursuant to articles 1341 and 1342 of the Italian civil code, the client specifically declares to approve the clauses contained in articles:2) Description of service and terms of supply, including the subsequent paragraphs; 8) Privacy; 10) Intellectual property and Copyright; 11) Prohibition of internal competition; 15) Express Cancellation clause; 16) Court of Jurisdiction.	
The client specifically declares to have read the informative note reported in art. 8 of the Contractual conditions and provides its consent to receive postal and email communications from edilportale.com S.p.A. about new commercial initiatives. The client is aware of the fact that it may revoke this consent at any moment by sending an email to info@edilportale.com as laid down by art. 7 of Decree Law 196/03	
THE CLIENT	

# MEMBERSHIP + DEM + ADS

price list / ver-1311

☐

**ARCHI-MAIL**

**€ 3,800**

Membership: products listing on archiproducts.com  
1 DEM to 430,000 registered users of the Network

☐

**ARCHI-PLANNING 1**

**€ 5,400**

Membership: products listing on archiproducts.com  
1 DEM to 430,000 registered users of the Network  
Ads: 500,000 impressions + 1 graphic ad in editorial Newsletter

☐

**ARCHI-PLANNING 2**

**€ 8,800**

Membership: products listing on archiproducts.com  
2 DEM to 430,000 registered users of the Network  
Ads: 1,000,000 impressions + 2 graphic ads in editorial Newsletter

☐

**ARCHI-PLANNING 3**

**€ 10,800**

Membership: products listing on archiproducts.com  
3 DEM to 430,000 registered users of the Network  
Ads: 1,500,000 impressions + 3 graphic ads in editorial Newsletter

The impressions are provided as Ads services, choosing the portal, the target the language and the product category.  
DEM newsletters can be targeted for some selected countries – for details and prices please contact us.

Select the package, fill in the following fields, and send the form by fax **+39 080 99 95 130** or scanned to the email address **sales@archiproducts.com**

*Offers Valid until 30/06/2014  
Prices Ex-VAT*

The transmission dates of newsletters and publication of services are agreed on according to availability. Edilportale Spa reserves the right to deny the publication of content deemed improper. The effective number of recipients of the DEM Newsletter may be 10% more or less than the figure indicated. The described services and their terms of supply are regulated by the annexed contract conditions, of which this order form is an integral part and which is further detailed in the edilportale brochure valid at the subscription date (ver-1311).

**PAYMENT TERMS**

Unless otherwise agreed, the overall invoice is issued on the first day of the month after subscription and payment by direct remittance.

**INFO AND CONTACTS 080-2460421**

COMPANY NAME	
ADDRESS	
ZIP CODE	
CITY	PROVINCE
VAT reg. no.	FISCAL CODE
IBAN	(for bank transfer)
CERTIFIED EMAIL ADDRESS	
TECHNICAL CONTACT (for services, sending materials, etc.)	
NAME AND SURNAME	
ADMINISTRATIVE CONTACT (for sending invoices, etc.)	
NAME AND SURNAME	EMAIL
ACCEPTANCE OF TERMS AND CONDITIONS	
By signing this order form the client hereby declares to have read the annexed Contractual Conditions Ver-1311 and to accept them without reservations.	
DATE	THE CLIENT
Pursuant to articles 1341 and 1342 of the Italian civil code, the client specifically declares to approve the clauses contained in articles:2) Description of service and terms of supply, including the subsequent paragraphs; 8) Privacy; 10) Intellectual property and Copyright; 11) Prohibition of internal competition; 15) Express Cancellation clause; 16) Court of Jurisdiction.	
The client specifically declares to have read the informative note reported in art. 8 of the Contractual conditions and provides its consent to receive postal and email communications from edilportale.com S.p.A. about new commercial initiatives. The client is aware of the fact that it may revoke this consent at any moment by sending an email to info@edilportale.com as laid down by art. 7 of Decree Law 196/03	
THE CLIENT	



MY-BRAND APP (customised app)

€ 1,800  
One time fee

My Brand App is the mobile application with your trademark for iPhone, Android. It consists of a company showcase exclusively dedicated to your company, made up of sections regarding the products, press releases, biographies and designers, contacts, etc. It includes browsing by product tree of the company product categories, browsing by collection, quick search by keyword with word completion, the lists of the company product sheets with photos, videos, pdf catalogues, information request forms, a company news section, designer biographies, a contacts and social networks section, user browsing options and disclaimer and credits sections.

MyBrand App is made up of the following sections:

- Splash page** | clickable company logo to access the APP
- Products** | Browsable by category, collection, quick search by keyword with word completion, list of product sheets with photos, videos, pdf catalogues (with an identical format to that already published in the Products Directory of the Network), information request forms
- News** | News consisting of title, subtitle, text and picture gallery, press releases, texts
- Designers** | Possibility of connecting each product to its designer, with a photo and brief biography
- Contacts** | Address, phone number, website and social network contacts
- Interface and contact in 11 languages**
- User navigation options, disclaimer, credits**
- Catalogues Download** | Possibility to download the pdf catalogues from a unique dedicated page
- Gallery** | photo gallery (images of showrooms, events, news and interests, ect.)
- Archipassport Admin** | This is the management platform for the content of the APP that the company can use to create, update and modify information on the products, news, designers and contacts. The App can, therefore, be promptly updated and is synchronised with the online version of the products on the network sites (the Products Directory staff are always available to help you with this)

The MY-BRAND APP is downloadable and is free of charge. Considering the synchronisation of the APP with the info published on the archipassport network sites, **the App's validity depends on the company activating the "Products Directory" service by subscribing an annual contract of products publication.**

Select the package, fill in the following fields, and send the form by fax **+39 080 99 95 130** or scanned to the email address **sales@archiproducts.com**

Offers Valid until 30/06/2014  
Prices Ex-VAT

The transmission dates of newsletters and publication of services are agreed on according to availability. Edilportale Spa reserves the right to deny the publication of content deemed improper. The effective number of recipients of the DEM Newsletter may be 10% more or less than the figure indicated. The described services and their terms of supply are regulated by the annexed contract conditions, of which this order form is an integral part and which is further detailed in the edilportale brochure valid at the subscription date (ver-1311).

**PAYMENT TERMS**  
Unless otherwise agreed, the overall invoice is issued on the first day of the month after subscription and payment by direct remittance.

INFO AND CONTACTS 080-2460421

COMPANY NAME	
ADDRESS	
ZIP CODE	
CITY	PROVINCE
VAT reg. no.	FISCAL CODE
IBAN (for bank transfer)	
CERTIFIED EMAIL ADDRESS	
TECHNICAL CONTACT (for services, sending materials, etc.)	
NAME AND SURNAME	
ADMINISTRATIVE CONTACT (for sending invoices, etc.)	
NAME AND SURNAME	EMAIL
ACCEPTANCE OF TERMS AND CONDITIONS	
By signing this order form the client hereby declares to have read the annexed Contractual Conditions Ver-1311 and to accept them without reservations.	
DATE	THE CLIENT
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The client specifically declares to have read the informative note reported in art. 8 of the Contractual conditions and provides its consent to receive postal and email communications from edilportale.com S.p.A. about new commercial initiatives. The client is aware of the fact that it may revoke this consent at any moment by sending an email to info@edilportale.com as laid down by art. 7 of Decree Law 196/03	
THE CLIENT	

SECTION	DESCRIPTION OF THE SERVICE	QTY	PUBLICATION	COST	TOTAL
MEMBERSHIP	Publication of products on Archiproducts.com	All the catalogue	Annual	€ 1,800 year	
DEM	DEM to 430,000 users Creation of a graphic image and a landing page of detailed information with images and texts.			€ 3,200 transmission	
	Leaderboard banner on Archiproducts Size: 728x90 pixels / available positions: 2			€ 600 x 100,000 impressions	
	Flash Gallery on Archiproducts Size: 1000x340 pixels / available positions: 1 Rotation: max 30 brands / Display: Home Page			€ 600 week	
GRAPHIC ADS	Ads on Archilovers Size: 120x90 pixels / 135 characters / Positions: 4			€ 600 x 100,000 impressions	
	Graphic ad on Archiproducts Newsletter Advertising image in the body of the editorial Newsletter Size: 728x250 pixels / available positions: 3			€ 600 transmission	
	Graphic ad on Archilovers Newsletter Advertising image in the body of the editorial Newsletter Size: 728x250 pixels / available positions: 3			€ 600 transmission	
APP	My brand App			€ 1,800 one time fee	
TOTAL:					
DISCOUNT:					
TAXABLE AMOUNT:					

Select the package, fill in the following fields, and send the form by fax **+39 080 99 95 130** or scanned to the email address **sales@archiproducts.com**

Offers Valid until 30/06/2014  
Prices Ex-VAT

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THE CLIENT	



# TERMS AND CONDITIONS

**Preamble**  
The services offered by Edilportale.com S.p.A. are addressed exclusively to business clients: professionals and companies. The order form and these conditions constitute an integral part of this contract. Client and/or Advertiser: refers to a company and/or professional who intends to purchase communication spaces in one or more websites managed by Edilportale.com.

**Art. 1 - Object of the contract.**  
The object of this contract is the purchase by the advertiser of communication services provided by Edilportale.com S.p.A., whose legal headquarters are located in Bari, via Loiacono 20, VAT reg. no. and Fiscal Code 05611580720. Register of Economic and Administrative Information 429007 (hereafter Edilportale), as chosen and indicated by the advertiser by filling out and undersigning the order form.

**Art. 2 - Description of service and terms of supply.**  
**Art. 2.1 - Advertising services**  
The object of the Advertising Services (Pushbar, Superbanner, Large rectangle, Skin, Sponsoring of the technical dossier, ediportale AdWord) is the sale of web advertising space, to be published on the pages of Edilportale's website, previously chosen by the advertiser when signing the order form. The spaces are chosen from the price list, according to format, sizes, positions, rotations, supply technologies, limitations and duration ("Service characteristics") specified and available in terms of validity, on the order form or brochure applicable when purchasing the service. These service Specifications can be subject to changes, due to improvements in technology during the period of validity of the contract, without prior notice, by Edilportale. The Service period will begin from the actual publication of the advertisement on the selected pages of the website. The data regarding the number of average impressions of the Advertising Services are calculated based on the performances measured over a specific period of time. These calculations are subject to natural variations in time and therefore cannot guarantee the same performance in the future. Purchased clicks, in relation to the ADWords service, can be used until they have run out, and in any case, within a year from their activation. After one year, any residual clicks will not be refunded and can no longer be used.

**Art. 2.2 - Newsletter services**  
The object of the DEM-Newsletter Services (Edilportale Newsletter, Profiled Newsletter, Regional Newsletter, Large rectangle and Product focus in the editorial Newsletter) is transmission on behalf of the advertiser of one or more promotional messages sent by Edilportale by email to its database of email addresses (hereafter "MailingList"). The databases used are the exclusive property of Edilportale and are made up of users registered to its websites, who have provided their explicit consent and suitable authorization to receive commercial information from third parties. The databases cannot be disclosed to or purchased by the Advertiser. Edilportale agrees to provide the Advertiser with the characteristics of user databases in terms of: number of recipients, professional profile, home location, etc. The databases undergo continual evolution, since they are linked in time to changes in the numbers of subscribers; in view of this, the advertiser acknowledges and accepts that the descriptive data of the databases indicated in the commercial documents, must be deemed approximative and relieves Edilportale from any liability concerning the exact number of members of each database. The advertiser accepts in full the technical and graphic layout standards, such as for example: shapes and sizes of the layout, pagination style of the elements, positioning of the link to the detailed information, structure and web format of the detailed information, automation of the information request forms, etc., that Edilportale will use in managing the DEM-Newsletter service. The content of the emails sent through the Newsletter Services, such as images, slogans, texts and links entered in the body of the Newsletter and any landing pages linked to the Newsletter (hereafter defined as "Newsletter Content") provided by the advertiser - according to the terms set forth by art. 4 below - will be formatted by Edilportale on the basis of the aforementioned standards. The object of the DEM Newsletter and the email address of the sender will be decided by Edilportale.

**Art. 2.3 - Products Directory Service**  
The object of the Products Directory Service is the publication of the technical fact-sheets (hereafter "Product Fact-Sheets") that describe a product, and the company's data sheets (hereafter "Company Fact-Sheets") on Edilportale's websites, through a structured directory. The "Product Fact-Sheet" consists of a single web page that describes a product and its technical specifications through texts and images, and an information request form. The "Company Fact-Sheet" consists of a single web page that describes the company's activity in a single web page, and contains the contact data as well as an information request form. The advertiser declares to fully accept the technical and graphic standards envisaged for the Fact-Sheets by Edilportale, such as: web layout and structure, shapes, dimensions, and colours of the layout, position of the link, automatic recalling of related objects, automation of information request forms, etc. Each "Product Fact-Sheet" is explicitly limited to representing one single commercial product; therefore only variants of the product will be allowed on the same "Product Fact-Sheet", provided that they represent products with the same commercial name or that they fall within a single product category. Captions, product classification of the Fact-Sheets, subdivision or grouping of products or articles in the same Fact-Sheets, and publication of product fact-sheets whose content does not represent an item actually sold by the advertiser, will be at Edilportale's sole discretion. In the event of Edilportale being responsible for publication of fact-sheets, they will be performed according to a timeframe which depends on the priority of works in progress, therefore Edilportale will not be deemed liable for not respecting the terms or deadlines dictated by the advertiser. The contract duration of the Catalogue Services is one year starting from the actual publication date of the Fact-Sheets. In the event of deferred publication of Fact-Sheets belonging to the same contract, the annual duration will be calculated starting from the publication date of the first Fact-Sheet. It will not be possible to request changes or integrations of Company Fact-Sheets and Product Fact-Sheets during the publication period.

**Art. 3 - Timeframe for Services.**  
For the Services indicated in articles 2.1 (Advertising) and 2.2 (Newsletter), the advertiser has the option of specifying a publication date in the order form and for each Service purchased that Edilportale agrees to meet based on the actual availability of the spaces. In the event of unavailability, the parties agree to define a "Timeframe" of the Services, based on availability at the purchase date. Edilportale agrees to notify the advertiser of the "Timeframe" in writing by email sent to the address indicated in the order form. The Client has the right to modify the proposed "Timeframe" fully or partially as long as the changes to apply are made in writing, by email, within 5 working days from receiving the "Timeframe". If the Client does not send any communication within the term indicated, the Timeframe will be deemed accepted and registered on the calendar. For Services that must be provided within a short period of time, or for services whose publication date indicated

by the client is envisaged within 5 working days after transmitting the order, the date of the Service - if free - is deemed automatically committed and no longer modifiable. For Services whose supply depends on the publication of the Catalogue Fact-Sheets indicated in art. 2.3, Edilportale retains the possibility of modifying the Timeframe according to the time necessary for completing the Fact-Sheets. The dates of supplying the Services agreed by the Advertiser according to the aforementioned methods, must be considered exclusively and bindingly assigned to the Client, who acknowledges and accepts to pay the entire cost for the usage agreed to, even if the Client later decides to only partially use or not use the services at all. The Advertiser has the option of requesting the postponement of one or more planned services, within 30 days prior to the date planned for supplying the service. The Client acknowledges that after this term, it will no longer be entitled to request the postponement of the date and must pay the entire cost agreed on for the service, even if it decides to only partially use or not use the service at all.

**Art. 4 - Work material and approval of drafts.**  
The advertiser agrees to promptly provide Edilportale with all the material (hereafter "Material") needed for the complete graphic and functional layout of the Service purchased. Edilportale only accepts material sent in digital format (files, web pages, images, word documents, pdf, etc.) accompanied by exhaustive descriptions. In this case Edilportale, following the Client's written indications, will create the "service draft" that will be previewed by the Client. The Client agrees to promptly notify any differences detected between the draft prepared by Edilportale and the Material or the indications given, and will have the option of requesting a "review" of the draft, based on a single and final list of corrections and/or integrations to be made to the draft presented by Edilportale. It will not be possible for the Client to review the draft more than once or request changes or integrations to the reviewed document, already sent. All charges for graphic or text processing of the Material sent by the Client is at Edilportale's expense. For the Services indicated in articles 2.1 (Advertising) and 2.2 (Dem-Newsletter), and in general for all Services with time limits, the Material must be sent within 5 working days (Saturday will not be considered a workday) from the date of publication of the Service as indicated in the document "Timeframe" indicated in art.3. Any proof readings of drafts sent by the Client, must be transmitted in suitable times, such as to allow Edilportale to apply the requested changes prior to the publication date of the Service, and cannot be sent after the latest term set of 12:00 pm on the working day prior to the Service publication date. If no notification is received from the Client within this term, any drafts sent by Edilportale are deemed accepted in full, without possibility of further changes by the Client. If the Material necessary for performing the Service is received by Edilportale after 5 working days, but in any case before 12:00 am on the working day prior to the publication date of the Service, the Client acknowledges and accepts that Edilportale will only publish the "material ready", or will perform the Service directly, following the written instructions of the Client, but without providing a work draft and without the possibility of any review by the Client. In this case, the Service will be deemed accepted as prepared and published, without the possibility of further modifications by the Client. In conclusion, in the event of the Material needed to fully perform the Service not being received by 12:00 pm on the working day prior to the envisaged publication date of the Service, the Client acknowledges that Edilportale will no longer be able to provide the Service and explicitly agrees to pay the entire cost agreed in any case. For the Services indicated in art. 2.3 (Products Directory) and, in any case, for all Services with no publication date, the maximum term for sending the Material is established as a year from the order transmission date; after this term the Client will lose the right to publish the Services and accepts to pay the entire cost agreed in any case.

**Art. 5 - Suitability of the Service content**  
Edilportale reserves the right to refuse to publish Services whose content provided by the Client is deemed unsuitable for the Service's technical-editorial policy, or which contain images, messages, or links to web pages whose content is deemed unsuitable, false, biased, or excessively commercial, or that attempt to merely collect qualified contacts by means of spurious offers (like: gadgets, free books, free tickets, etc.) or that could be detrimental for search engines or anti-spam filters, compromising the diffusion of the Service and implicitly also penalizing similar services or the Website itself, or that appear in conflict or competition with the production and supply activities of Edilportale's Services, assessing each case at its sole discretion.

**Art. 6 - Waiver of liability**  
The Client acknowledges that the Services indicated in art. 2 are edited by Edilportale based exclusively on the Material received, after being reviewed and accepted by the Advertiser prior to publication. Edilportale cannot be held liable for any mistakes, omissions, or inaccuracies of a technical nature due to differences between the published data and the Material provided/indicated by the Client and not reviewed by the latter. The Client grants publication rights to Edilportale, free of charge and under no exclusive, for the use of the Material supplied with the purpose of fulfilling Edilportale's obligations of providing the Services purchased by the Client. The Client undertakes to indemnify, defend and hold Edilportale harmless against any claims, demands and requests made by third parties, due to consequences that may derive from the content of the Material sent and published by Edilportale. In particular, the Client will be liable for the Material supplied, and declares to have the copyrights on the trademarks, patents, images, commercial slogans, etc. The advertiser declares that the Material supplied has been given complete release by third party right holders, who explicitly allow processing and communication and/or diffusion of the Material deriving from the publication on Edilportale's websites. The advertiser relieves Edilportale from any consequent damages claims due to violating copyrights on the Material supplied, including the legal fees derived from lawsuits for the protection of intellectual and/or industrial property rights or from committing unlawful competition activities consequent to the publication by Edilportale, of the Material transmitted by the Client. The Client also guarantees that any personal information which may be contained in the Material transmitted, has been obtained in compliance with Legislative Decree 196/2003 and subsequent amendments and that any owners and/or subjects related to this data have explicitly given their consent to processing and communicating and/or implicit diffusion or consequent publication of this data on Edilportale, thus relieving Edilportale from the obligation to request the owners/related subjects' consent to process it. The Client assumes all responsibility for the truthfulness of this declaration and relieves Edilportale from any claims for compensation.

**Art. 7 - Responsibilities and guarantees**  
Edilportale cannot be held liable for any direct or indirect damages, including the loss of data or not gaining opportunities and commercial advantages as a result of delays, malfunctioning or non supply of the Services mentioned in art.2 of this contract and due to events of Force Majeure that do not depend

on Edilportale, such as technical failures and interruptions of the electric, telephone and data connection services, strikes, vandalism and acts of terrorism, calamities and natural disasters.

**Art. 8 - Privacy**  
**Art. 8.1** - This background information is provided, in accordance with art. 13 of Legislative decree no.196/2003 - Personal data protection code, to those using the services offered by Edilportale.com S.p.A. The data controller is Edilportale.com S.p.A., with headquarters located in Via Loiacono no. 20 (70126) Bari, fiscal code and VAT reg. no. 05611580720. The data processed related to the services provided will be carried out at the headquarters of Edilportale.com S.p.A., by the technical staff of the Office in charge of processing. The data subject is free to provide his/her personal data in the forms, but if the data is not provided, the contract cannot be fulfilled. The personal data is processed with manual and automated instruments, for the time strictly needed to achieve the purposes for which it was collected. Specific safety measures are observed to prevent the loss of data, unlawful or improper use and non-authorized accesses. The data subjects have the right to check the accuracy or request integration, updating or correction of their data at any time. They also have the right to ask for the cancellation, anonymization or blockage of the data processed in violation of laws, and also to oppose to its processing, for legitimate reasons. The requests must be sent to the Data Controller.

**Art. 8.2 - Personal data collected through forms**  
The advertiser acknowledges that the personal data supplied by Edilportale's users when filling out the forms and made available to the advertiser in their restricted area, can be processed by the advertiser exclusively for communicating information which the User gave its consent to receive. For any other purpose, the company must request the explicit consent of the User, indicating its own privacy code.

**Art. 9 - Privacy protection conditions**  
The parties undertake to not disclose, and not use the restricted information which they become aware of in view of finalizing, applying and executing this contract for extra-contractual purposes, even after its conclusion, and each party will be deemed liable for any damages that may be caused to the other party as a result of behaviour not compliant with the obligation of confidentiality and privacy.

**Art. 10 - Intellectual property and Copyright**  
All technical and graphic work completed by Edilportale like banners, newsletters, images and contents, product/company fact sheets, and in general the intellectual works produced by Edilportale, have the exclusive purpose of supporting the client in using the Services indicated in this contract, and they remain the exclusive property of Edilportale, which retains all the copyrights and intellectual property rights on them. If no explicit authorization is given by Edilportale, it is absolutely forbidden for the Client to re-use the technical and graphic creations produced by Edilportale for any other use. In the event of the Client re-using this material without prior consent, the Client shall be liable to pay Edilportale a penalty equal to the cost of the Service for which the graphic creation was produced, without prejudice to Edilportale's right to request further compensation for damages and to take all the appropriate legal measures to protect its interests and rights.

**Art. 11 - Prohibition of internal competition**  
The Client undertakes to not establish - directly or indirectly - any form of business collaboration with the staff or collaborators of Edilportale.com S.p.A., even if they were not directly involved in the realization of the services for a period of two years from the end of the contract. Should the Client violate this clause, he/she must pay Edilportale.com S.p.A. an amount equal to the annual gross remuneration received or envisaged by the employee/collaborator in the last year. Violation of this clause also provides the right to apply the legislation on unfair competition.

**Art. 12 - Payment method and terms**  
The cost of each individual Service is indicated on the order form, which provides the terms for the payments, the methods and bank details where the payments must be made.

**Art. 13 - Contract Duration**  
The duration of the contract coincides with the duration of the Services as indicated by the Client through the order form, which represents an integral part of the contract. If not explicitly specified, the contract will be valid for one year. In the event of early cancellation of the Contract, on explicit request of the Client, Edilportale will have the right to request all the sums agreed to during the contractual phase, including fees for Services not used.

**Art. 14 - Conclusion of the contract.**  
This contract is concluded when Edilportale confirms the applicant's order, or in the absence of confirmation, when the service is provided after the Client signs the order form, thereby accepting the Services indicated on it.

**Art.15 - Express Cancellation Clause**  
Edilportale.com S.p.A. has the right to terminate the contract according to and by effect of article 1456 of the Civil Code by means of a simple written notification sent by email to the address of the Contact person indicated by the Advertiser in the order form. Edilportale nonetheless retains the right to receive payment for services rendered.

**Art. 16 - Court of Jurisdiction**  
Italian law will be applied exclusively, regardless of the nationality of the Client. The Court of jurisdiction for the resolution of any disputes which may arise regarding the interpretation, application or execution of this contract is the court of Bari.

# TERMS AND CONDITIONS MY-BRAND APP

The Products Directory Brand App is the mobile application, made by Edilportale Spa and published on the marketplaces of mobile applications Apple iTunes, Google Play (Android Market).

The App consists of a company showcase exclusively dedicated to the Client, made up of sections concerning the products, corporate press releases, designer biographies, contacts, etc.. It includes browsing by product tree of the company product categories, browsing by collection, quick search by keyword with word completion, the lists of the company product sheets with zoomable photos, videos, pdf catalogues, information request forms, a company news section, designer biographies, a contacts and social networks section, user browsing options and disclaimer and credits sections.

The App's structure uses codes especially dedicated to mobile devices. It offers full support of the gestures functions (touch, swipe, pinch, drag etc.) making the browsing experience of the content extremely quick and pleasant for the users. An interface in 11 languages guarantees use by people all over the world.

All the content of the App is dynamic and synchronised with the content already published in the Edilportale.com products directory and on the network websites Archiportale.com, Archiproducts.com and Archilovers.com. The App can, therefore, be updated in real time using the same platform as the one already used to publish in the Products Directory present on the network websites or by asking the Products Directory personnel. The App comes in different versions according to the marketplace where it is available, this guarantees its compatibility with the main smartphone models available on the market. The App can be easily downloaded by users and will be free of charge.

In spite of being developed by Edilportale it will appear as a proprietary App of the Client to all effects.

## NOTES

**Technical features of the App.**

- stand-alone mobile application available for free download on:
  - Apple iTunes: version compatible with smartphone models Apple iPhone 4 and above, iPod Touch, iPad.
  - Apple iPhone 4 e successivi, iPod Touch, iPad.
  - Google Play (ex Android Market): version compatible with touch Smartphones with Android operating system.
- Browser interface in 11 languages (Italian, English, French, German, Spanish, Portuguese, Russian, Arabic, Chinese, Japanese, Hindi)
- dynamic content synchronised with the web and updatable in real time directly by the Client from the platform or by customer service.

- Introductory splashpage, sections menu, browsing the categories by product tree, browsing by collections, quick search by keyword with word completion, product sheets with zoomable photos, videos, pdf catalogues, information request form, company news section, designer biographies, contacts and social networks section, user browsing options, disclaimer, credits.

**App creation procedure**  
The App will consist of a modular platform, in which the company logo, the company introduction page and the sections can be personalised. On the basis of this, the dynamic content corresponding to the product categories, the collections, the products, the news, the designers, the company contacts, etc. will be added. Before publication a preview will be issued to the Client which is visible on smartphones by simple browser navigation which is identical to the App. Once the preview has been approved, Edilportale will publish the App on the various marketplaces.

Updates of the App platform will be made by Edilportale. The update of the structure of the App and of the content of the App will be performed by synchronisation of the App itself with the company content already published on the Web Network.

**Costs of the App**  
The creation of the App envisages a one time fee which corresponds to the cost of personalisation and of submitting the App to the marketplaces, etc. quantified in the annexed offer. Nothing else is payable by the Client after publication on the marketplaces, with the exception of the annual subscription to the Products Directory which remains a necessary and binding condition for providing this App. Publication of different content to that present in the Products Directory or the creation of personalised modules is not included in the costs of this offer.

**Binding connection with the Products Directory service**  
The synchronisation of the App's content with the content published in the Products Directory makes the App an extension of the Edilportale.com "Products Directory" without which the App could not exist. The validity of the App is, therefore, to be considered to all effects binding to the client activating the "Products Directory" service by subscribing a contract with Edilportale. If, on expiry of the contract, the Client should not renew the Products Directory service,the App service in this offer automatically expires without any exceptions. Please see the general contract conditions for the service limitations and obligations.

## NOTES

## NOTES





MEDIA KIT  
edition 13-11 - English

ARCHIPRODUCTS APP is available on [GOOGLE PLAY](#) and [APP STORE](#)

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