

Important information about campaign ordering

Habostorta Média Kft (Habostorta Media Ltd.) as the Service provider (hereinafter referred to as Service provider) is only able to perform the services requested for and listed in the order, if there is a signed and sealed order form. Service provider provides Client the requested package during the indicated time period in accordance with the order form.

Client undertakes to send the creatives related to the purchased services latest till the agreed deadlines to Service Provider (Habostorta Média). The deadlines are discussed in e-mail. If this happens after the agreed deadline, Habostorta Média can only secure the next free date for appearance for the campaign of Client. The new date is set in the same value quarter as the campaign has been ordered for, meaning that the summer or promotional creatives cannot appear during the high season (between 1st October and 31st December).

Client acknowledges that besides the order, further technical assistance during the campaign period can only be provided by Habostorta Média, if it does not affect the campaign period's ending date and the capacity of the surfaces negatively.

Habostorta Média records the starting date of the campaigns in writing.

The volumes of campaigns not starting due to the fault of the advertiser (because of unsent materials) are halved every 30 days, after a maximum of 6 months they cannot be run. Any modification from this can only be done by negotiations in e-mail, with the consent of both parties, in such cases Habostorta Média can act according to the above mentioned, referring to the order.

To pause the running of campaigns can only done with the consent and approval of both parties, in such cases Habostorta Média can always refuse to accept the request according to the above mentioned, referring to the order. If such case still occurs, it is necessary to invalidate the old order and the remaining volume must be advertised within the frames of a new agreement, within 3 months.

Habostorta Média guarantees the continuous contact in the case of every campaign (AV, CT) and guarantees that if no response arrived to the failure of CT campaigns within 24 hours from the side of the clients, and the numbers fail to meet the expected results, Habostorta Média may convert CT campaigns to AV campaigns according to the following: with min 0.1 - 0.5, on erotic surfaces: 0.2, on mobile surface: 0.5 CT% CT->AV conversion per page.

If the client wants to run zone, then AV base shall be on the order form in all cases.

Service provider guarantees the offered discounted price in case of joint usage during the indicated period of time. Otherwise it is necessary to modify the order in writing.

Upon request the Service provider shall provide access to the insight of the data on hits during the period of campaigns. Client acknowledges that the data is being recorded by the Adverticum AdServer advertisement serving system operated by Adverticum Zrt and states that it accepts the provided results as certified. At the end of each campaign Service provider sends a written document containing the statistics on the efficiency and successfulness of the campaign at the end of each campaign.

The advertiser accepts and certifies the completion of the campaign upon receiving the statistics and the certificate of completion and acknowledges that after this it can have no other claims regarding the already promoted and closed campaign.

In case for any reason Client cancels or withdraws its order, the fees to be paid to Service provider are as follows:

1. If the order has already been placed in writing but the campaign has yet not been started, then Service provider is entitled to 40% of the discounted package price.
2. If the order has been made in writing and the campaign has already started that the Service provider is entitled to receive the fees for the already accomplished services.

This order form is meant to serve the purpose of making the Service provider agreement between the parties regarding the sales of services, considering that the directives of the Hungarian Civic Code are to be taken into consideration in questions not regulated in this document.

Parties agree that the content of this order form – especially, but not restricted to the service fees – constitute their business secret and none of the parties is entitled to share its contents with any third party.