

## STANDARDE FOR BUREAUVEDERLAG I DANMARK

Standardiserede markedsvilkår for bureauvederlag i Danmark er udtryk for honorering af bureauspecifikke systemer, services og know-how, der tilsammen sikrer en effektiv samhandel mellem bureauer og medier på vegne af annoncører.

### INFORMATIONSGODTGØRELSE

Informationsgodtgørelse ydes til Ordregivende Bureauer i det omfang der tilskrives følgende serviceydelser:

1. Udvikler og vedligeholder statistik for annoncepriser og – vilkår, herunder alle relevante Smedieinformationer
2. Udvikler effektive, kooperative rutiner med medier med henblik på at medier er i stand til at udføre en kollektiv og rationel ordrehåndtering og fakturering
3. Vurderer grundlag for og gyldighed af annoncør-reklamationer før der tages kontakt til mediet
4. Sikrer indgående kendskab til markedstandarder for valutamålinger, vurderingssystemer og øvrig statistik
5. Sikrer indgående markedskendskab til medier og reklamer

For yderligere information henvises til aftaler med Danske Medier.

### SIKKERHEDSTILLELSE

Vederlag for sikkerhedsstillelse ydes til Ordregivende Bureau for at sikre betaling til medier, uanset enhver forsinkelse eller manglende betaling fra kunderne. Ordregivende Bureau dækker alle omkostninger i forbindelse med kreditforsikring.

For yderligere information henvises til aftaler med Danske Medier.

### TEKNISK HONORERING

Teknisk honorering ydes kun i det omfang at et Ordregivende Bureau overtager ansvar for:

1. Kontrol af teknisk materiale, der tilsikrer at materiale opfylder mediernes specifikationer
2. Kontrol af teknisk materiale, der tilsikrer at materiale virker efter hensigten, herunder at link fungerer og linker rigtigt
3. Tester al materiale forud for afsendelse til mediet
4. Effektiv formidling af teknisk materiale mellem relevante parter, herunder leverer materialet inden for aftalte deadlines og forestår dialog med producerende bureau ved fejl/problemer og sikrer fejlretning

For yderligere information henvises til aftaler med Danske Medier.

## STANDARD REMUNERATIONS FOR AGENCY IN DENMARK

Standardized market conditions for agency remunerations in Denmark reflect official remunerations for agency-specific systems, services and know-how together to ensure effective trade between agencies and the media on behalf of advertisers.

## REMUNERATION FOR INFORMATION

In Danish: "Informationsgodtgørelse"

Remuneration for Information is provided to Contracting Agencies to the extent the following services are guaranteed:

1. Develops and maintains statistics on advertising ratecards, including all relevant media information
2. Develop effective, cooperative routines with the Media to enable collective and rational order management and billing
3. Evaluate the basis and validity of Advertiser complaints before consulting the Media
4. Ensure thorough knowledge of market standards for currency measurement, assessment systems and other statistics
5. Ensure thorough knowledge of the market for media and advertising

For further information see agreements with Association of Danish Media.

## REMUNERATION FOR SECURITY

In Danish: "Sikkerhedsstillelse"

The Contracting Agency guarantees payment to the media regardless any delay or even lack of payment from clients. The Contracting Agency covers all costs related to credit insurance.

For further information see agreements with Association of Danish Media.

## REMUNERATION FOR TECHNICAL MATERIAL

In Danish: "Teknisk honorering"

Remuneration for Technical Material is granted only if the Contracting Agency assumes responsibility for:

1. Control of technical material which ensures that the material meets the media specifications
2. Control of technical material which ensures that the material is functioning as intended, including link functioning properly and links properly
3. Test all material prior sending to the media

4. Effective dissemination of technical material between the relevant parties, including providing material within agreed deadlines and conducting the dialogue with the producing agency for errors and ensures error-correction.

For further information see agreements with Association of Danish Media.