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Description and Terms for the Advertisement Products in Early Morning Deliveries

1.1.2019

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DESCRIPTION OF PRODUCTS AND GENERAL TERMS

Contract customers receiving early-morning delivery services can supplement the circulation of the subscribed publication and the attached marketing items with various complementary deliveries in the marketing areas that include the publication in question. The products can also be used to increase circulation. Depending on the customer's needs, the delivery can be targeted either at the subscribers of the publication, to non-subscribers or at every household in the area, excluding households with an advertising ban. Advertising and marketing items that are delivered separately from the publication are only delivered in early-morning delivery areas that include deliveries to mailboxes or slots.

All orders are placed using customer-specific marketing order forms, which are submitted to the Posti Customer Service via the e-mail address markkinointivaraus@posti.com. All orders are recorded in the Posti Lehtinet reservation book. The recorded order will be used as the basis for both delivery planning and invoicing.

A limited amount of marketing items fit into each early-morning delivery. The delivery capacity will primarily be reserved on a first-come, first-served basis. By ordering deliveries according to their publication plan a year ahead, for example, customers can ensure that the deliveries will be carried out on the days they want. Customers outside of contract-based delivery can also take advantage of early-morning delivery for marketing items during times when there is room for more items. However, early-morning delivery contract customers still have priority for placing annual orders.

If the delivery capacity of the desired night of delivery can only partially cover the order, part of the shipment lot can be divided to be delivered during the following nights when there is room for the items. The suggestion will be communicated to the customer.

Advertising and marketing items cannot be ordered on those days when the newspaper will not be

published.

Conditions and limitations for placing orders

- Advertising and marketing items will be delivered to households with an advertising ban only if the item is an attachment inside a subscribed publication (insert).
- The marketing items themselves must not contain any loose attachments ("marketing item inside a marketing item"). Attachments are inserts with their own pricing.
- The item must fit through a mail slot, the total thickness must not exceed 30 mm.
- The inserts in a subscribed publication will be counted as one product, and the item will be priced according to the inserts' total number of pages (e.g. the total number of pages of an 8-page insert and a 14-page insert is 22 pages, and the item will be priced as an item with more than 20 pages).
- Orders must be submitted to the e-mail address markkinointivaraus@posti.com 7 days (that is, 5 business days) before the desired delivery time.

Modifications after these deadlines will be subject to a marketing order modification charge determined by the price list (product no. 19215). The modification charge has a fixed item price, the number of items is determined according to the size of the whole shipment lot. A modification charge is also charged for cancellations taking place after the deadline in question.

- The extra items left over from deliveries are not returned. Items will instead be disposed of.
- The items must be submitted to Posti as bundles based on routes.

Advertising and circulation marketing items are divided into three categories based on target group:

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1. Attachments inside or connected to a subscribed publication

It must be possible to fold the publication so that it will fit through a mail slot. The maximum total thickness of the publication item when folded into quarters is 30 mm. The size of the attachment cannot exceed the size of the publication and it must stay inside the publication during delivery.

4700	Insert, over 20 pages	Advertising or publication attachment inside a subscribed publication. Max. 100 pages
5396	Insert, max. 20 pages	Advertising or publication attachment inside a subscribed publication.
7054	Additional delivery to subscribers	Target group is the subscribers of the publication, delivered to all subscribers, also those with advertising bans. Maximum weight 200 g.

2. Maximum reach deliveries of a publication or an advertisement targeted at non-subscribers

These deliveries have been intended to non-subscribers. The purpose of these products is either circulation marketing or alternatively they complement the circulation of an advertisement delivered as an insert. Maximum reach deliveries are additional services for subscribed newspapers.

5398	Coverage delivery, publication	A newspaper that is delivered to non-subscriber households on the area of the early-morning delivery network in question, excluding households with advertising bans. Physically identical to the subscribed publication published at least once a week.
1873	Coverage delivery, brochure	Subscription brochure or another such item to the non-subscriber households in the area, excluding households with an advertising ban. Either circulation marketing or an advertisement that was part of a subscribed publication/its insert. Must weigh under 200 g.

3. Advertisements or free distribution papers targeted at the entire area

1874	Advertisement	A separate advertisement to all households, excluding households with an advertising ban. Also suitable for mailing public notifications (for the public good, no commercial content) Must weigh under 200 g.
19214	Free distribution paper	A publication product with editorial content, which may, for instance, be a city's free distribution paper or a community's publication. Must weigh under 200 g. Delivery is targeted at all households in the area, excluding households with advertising or free distribution bans. The delivery times are determined by the same advertising delivery capacity limitations that were described under <i>Description of products and general terms</i> .
19213	Catalog	A publication weighing over 200 g, for example a catalog or a publication. The timing of the delivery and the way it will be divided up are agreed on separately, depending on the total weight of the shipment lot.

All marketing items are priced by the item, EUR/item.

The terms presented above will be valid from January 1, 2019, and after this date, they will also apply to existing agreements. These terms complement the general product terms of Contract-based Delivery. If the terms concerning marketing items differ in the documents, these product terms will apply.