

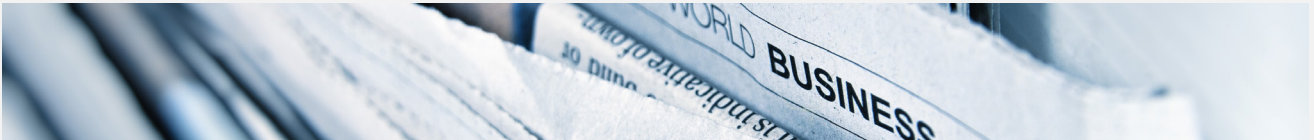
Scope and content of services on krautinvest.de

Editorial content & repeating formats

We make a clear distinction between editorial and paid content. Editorial content is not for pay. Editorial content is not promotional. This content does not have to reflect the opinion of the editorial team.

We are publishing the following formats:

- News and features, monthly industry update, monthly press review
- Customized expert interviews and reports
- Analyses and reports on market data
- Results of community surveys
- Industry voices at the turn of the year and special events
- Entrepreneur profiles - portraits of different entrepreneurs in the cannabis industry worldwide
- Newcomer profiles - portraits of new ventures and startups, and the founders behind the companies
- Guest Author Contributions - Publication of guest contributions from experienced industry experts. Guest author contributions cost nothing for publication. The author provides the article. Our internal guidelines for guest contributions apply.
- krautinvest.de Glossary - Overview and explanation of industry specific terms and terminologies. Terms can be donated. Further information on this is available from the editorial office.
- krautinvest.de company register incl. job exchange - our constantly growing overview of companies.



Display content article

1.500 Euro net
price per article
package deals available

The service of the publisher includes per article:

- 1x writing of an article with 4k to 6k characters incl. spaces (fine tuning & approval with customer)
- 1x creation and release of social media posts across all social channels (LinkedIn, Twitter)
- 1x newsletter mention in the month of publication with the article (link to the article and article teaser)
- Each article is „kept on top of the home page“ for four (4) weeks each
- Banner in article (width: 380 px, high: 260 px)
- After three (3) months, the customer receives a reporting on the published articles via e-mail to the article statistics as well as to socialstats (LinkedIn, Twitter)
- Possible formats: Interview, reportage, reports, analysis, presentation of specific content from operational practice, presentation of individual projects, etc.

krautgeplauder Podcast

900 Euro net
per Episode

- Teaser at the beginning of the podcast spoken by the host
- Logo on the title
- Banner (width: 380 px, high: 260 px) in episode article on krautinvest.de incl. backlink/tracking link
- Reporting after eight (8) weeks



PLEASE PROVIDE US WITH CONTENT
ON TIME AND IN GOOD
PHOTOS IN GOOD QUALITY

krautinvest
facts.bits.cannabiz.

Scope and content of services on krautinvest.de

Jobmarket and more

Jobmarket

1 Week (Job of the week) OR
4 Weeks (Job of the month)
Distribution via Newsletter

Register for **FREE** in our
registry of companies

LinkedIn Post

1x individual post on
our LinkedIn channel
1200 x 1200 (square) or
1080 x 1350 (portrait)
Reporting after four (4) weeks

150 Euro / 400 Euro net
Job of the week / of the month
420 Euro net
You provide the graphic



Bannerspecifications



Main Header Banner

Duration 4 weeks by arrangement
incl. tracking link/backlink

Width: 728 px
Height: 120 px
Format: GIF, JPG, PNG



Newsletter Banner

3 slots available
One time payout
incl. tracking link/backlink

Width: 700 px
Height: 230 px
Format: JPG, PNG



Banner im Pressespiegel oder im Branchenupdate

Banner in press review or industry update
1 slot available per format
One-time payout, full lifetime in article
on the 07th (industry update) or
on the 15th (press review) of the current month
incl. tracking link/backlink

Width: 300 px
Height: 250 px
Format: JPG; PNG

each 1.000 Euro net
limited to one (1) slot

Please ask for individual options.

PLEASE PROVIDE US WITH THE BANNER
AT THE AGREED TIME AND
IN GOOD RESOLUTION

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Order Form Paid Content

Company: _____
Street: _____
PLZ: _____
Country: _____
VAT-ID (Rev. Chrg.) _____
Contact Person: _____
E-Mail-Address: _____
Telephone: _____

I hereby order the following sponsored content:

Display content:

Individual article
each 1.500 Euro net

Items: _____

Package 3 articles
4.000 Euro net

krautgeplauder:

Podcast Sponsoring
900 Euro net

Banner:

Mainpage 4 weeks
1.750 Euro net

monthly Newsletter
750 Euro net

Items: _____

Presse review
1.000 Euro net

Industry Update
1.000 Euro net

krautinvest.de Jobmarket:

Job of the month
400 Euro netto

Job of the week
150 Euro netto

Sonstige:

1x LinkedIn Post
each 420 Euro netto

Individual Newsletter
price upon request

Order Confirmation: I hereby confirm the general terms and conditions.

Please send the completed and signed form to info@mjuniverse.net with the

Subject: Order confirmation COMPANY NAME paid content krautinvest.de

Please send any questions/comments to redaktion@krautinvest.de

Total Cost Net _____ Euro
incl. VAT _____ Euro
Total Cost Gross _____ Euro

Date, Signature _____

Remarks:

Please note the attached general terms and conditions that accompany the order. The invoice is payable directly with the order. You will receive an invoice immediately after placing the order. All prices are net plus the currently valid VAT.

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General Terms and Conditions

Introduction

The parties agree that this Agreement is entered into for the purpose of purchasing commercial advertising/marketing. As the basis of the Agreement, both Customer and Publisher acknowledge the terms and conditions as set forth in this Agreement.

The Client is hereinafter referred to as **the Customer**.
The Contractor is hereinafter referred to as **the Publisher**.

§ 1 Subject matter of the contract

The subject of the contract is the so-called advertisement content (**see content overview**). The service for the Publisher includes the content that was selected on the respective order form and the associated package. These are to be returned to the Publisher accordingly with a signature and details of the invoice recipient.

§ 2 Period of validity

This contract enters into force upon signature and transmission of the order confirmation. It is concluded once and ends with the execution of the service.

§ 3 Delivery Period

The service is to be provided within the agreed period from receipt of payment. The Publisher undertakes to deliver the services specified under §1 of this Agreement within this period. The exact publication date is to be agreed individually within this framework. An explicit agreement with the customer to deviate from the publication period (agreement of a later publication) is excluded. The publication shall be prepared with the customer and submitted to the customer in advance for acceptance and approval.

§ 4 Compensation

The total remuneration for the services from § 1 results from the agreed service package according to the order form. The remuneration shall apply for the entire term of the contract. It is a net amount, plus the currently applicable statutory value added tax.

§ 5 Terms of Payment

Payment is due upon commissioning. The Publisher shall issue a corresponding invoice to the Customer. The customer shall make payment immediately after receipt of the invoice. Revocation is possible in accordance with the statutory provisions. It must be submitted to the Publisher in writing.

§ 6 Special advertising law provisions

Both parties shall ensure that the content of the advertisement complies with the advertising regulations of the respective industry. The advertising guidelines of krautinvest.de apply. All advertisement contents will be marked as such. If it becomes apparent during the creation process that the customer has knowingly concealed the fact that he is violating our advertising guidelines, the publisher reserves the right to cancel the offer and not publish the content. Any costs incurred will then not be reimbursed.

§ 7 Place of fulfilment

The contractual place of performance is Berlin. The publication of the contents takes place online on the portal www.krautinvest.de as well as the mentioned social media channels and through the krautinvest.de newsletter of the respective publication month.

§ 8 Severability clause

Should any provision of this contract be invalid or unenforceable or become invalid or unenforceable in the future, this shall not affect the remaining provisions of this contract. In place of the invalid or unenforceable provision, the parties hereby undertake to agree on a valid provision that comes as close as possible in legal and economic terms to the meaning and purpose of the invalid or unenforceable provision. The same shall apply to the filling of loopholes in this contract.

§ 9 Text form clause

Tacit, oral or written collateral agreements have not been made. Amendments and supplements to this contract must be made in text form. This also applies to a cancellation of this clause.

Jurisdiction: Berlin, Germany, German law

Publisher:

MJ UNIVERSE GmbH
c/o krautinvest.de
Novalisstrasse 14
10115 Berlin

represented by: Lisa Katharina Haag

Editor in Chief: Moritz Förster

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