

# Product terms for advertising in Postinen

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## PRODUCT TERMS FOR ADVERTISING IN POSTINEN

### 1. Scope of application and applicable terms

These product terms apply to advertisements published in Postinen, which is Posti Oy's cover page for bundling unaddressed items. In addition to these product terms, Posti Oy's general contract terms for business customers (General Contract Terms) shall apply.

### 2. Service level agreement

The Customer's advertisement shall be published in Postinen, the cover page used for bundling unaddressed items (Home Direct), during the delivery period chosen by the Customer. Unaddressed items delivered by Posti are delivered twice a week, bundled with a cover page. The cover page's delivery volume depends on the volume of unaddressed items for which delivery has been purchased for the delivery period in question and is, at a maximum, the number of households that allow the delivery of advertising. Regardless of the minimum number of unaddressed items delivered during the delivery period chosen by the Customer, the delivery volume of Postinen shall be at least 1.5 million copies.

The advertisements are laid out on a floating basis depending on the page location purchased by the Customer. The Customer may not reserve a specific location on the page.

### 3. Customer's obligations

The Customer shall make reservations for advertisements before the last reservation date indicated on the Posti website.

After Posti has accepted the reservation, the Customer shall deliver the advertisement to Posti electronically in accordance with the instructions provided by Posti. The advertisement shall be delivered to Posti by the deadline for the desired delivery period indicated on the Posti website.

The Customer is responsible for the content of the advertisement in accordance with Posti's General Contract Terms.

### 4. Errors

Posti aims to take corrections of errors in advertisements into account before the advertisement is published, but Posti is not obligated to implement any corrections communicated to Posti after the deadline specified for the materials in question.

If the correction is caused by the Customer, Posti shall have the right to charge any additional expenses resulting from the correction to the Customer.

### 5. Cancellation and non-publication

The Customer shall have the right to cancel a reservation for an advertisement at no cost by notifying the Customer's contact person at Posti in writing no later than 14 days before the reservation deadline for the delivery period in question. Advertisements cancelled after the deadline shall be charged in accordance with the full price of the service. Posti shall not guarantee that the publication of advertisements cancelled after the reservation deadline can be cancelled.

Posti shall have the right to not publish the advertisement by notifying the Customer of this within two working days of receiving the materials.

Posti shall also have the right to discontinue the service and cancel the publication or delivery of the Customer's advertisement after the aforementioned time if there are justifiable reasons for doing so. Justifiable reasons may include, for instance, issues related to whether the contents of the advertisement violate the law or good practice, or an unexpected issue related to the Customer, such as significant negative publicity surrounding the Customer.

### 6. Pricing principles

The size of the advertisement and the page it is placed on.

### 7. Validity

These product terms are valid until further notice. Posti reserves the right to amend these terms in the manner specified in the general contract terms for corporate customers.