

Procedure for requesting photographic materials for advertising in magazines or periodicals

For advertising using Bisazza images requested by our customers, the only authorised images are those taken from the Bisazza advertising campaign for the current year (if already planned) or for the previous year (if no advertising campaign is planned).

The applicant will be sent a low-resolution photograph with the Bisazza trademark already positioned. The customer's name and address may only be inserted in the appropriate space (black banner on the right). The layout and dimensions cannot be modified.

The procedure for obtaining authorisation to use Bisazza images is as follows:

- Ask Bisazza (Commercial Office) for the photographs available for this purpose
- Wait for the Commercial Office to send low-resolution photographs with an appropriate space for customer's trademark and address
- Send to the Commercial Office the name of the magazine/newspaper, the edition, the number of issues, the month considered and all the possible information that can help to estimate the publication.
- Wait for the results of validation, to be provided within 2 days

If the proof is not approved:

- The applicant is not authorised to use the low-resolution photographs in any way

If the proof is approved:

- Complete the concession forms (use of the trademark DQ341 and the use of images DQ340) supplied by the Commercial Office and return them by fax
- Communicate all the technical information regarding the dimensions of the ad and give the address of the magazine
- Wait the proof. Within 3 days the Marketing Office will prepare the final advertising
- Receiving approval the final page in high resolution the Marketing Office will be send by CD directly to the magazine
- Send a copy of the magazine carrying the full-page advertisement with the Bisazza image

Authorisation for use of photographic materials is valide according to the timetable specified and only for the requested printing. Each form is only valid for the use of one image.

Legal action will be taken in respect of all unauthorised or improper publications of Bisazza images and any improper use of the trademark.

For the legal aspects, see the concession forms covering use of the trademark and the use of images.