



MEDIAKIT 2022

Ad rates no.19, valid from 1 October 2022, as per: 21 September 2022

Menschen. Märkte. Meisenbach.





The international premium magazine
for the textile chain

Target group:

textile network targets managing directors along the entire textile chain, especially management, plant and production managers, IT specialists, product management and development engineers, purchasers and salespersons, designers, both in Germany and abroad, as well as anyone interested in textile innovations and topics.

Print run:

4,000 copies

Qualified circulation:

3,852 copies

Frequency:

Four times per year, bilingual German and English

Volume:

20th Volume 2022



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Brief Description

textile network is the international industry magazine that targets the whole world of textiles, and places a special emphasis on innovations in technology and fashion.

We report in detail on the materials, technologies and processes required in the manufacture and processing of textiles. In doing so, we follow our maxim to provide our readers with comprehensive information from the fibre to the finished product, covering current topics and all facets of the textile supply chain, such as technical textiles.

Important topics such as digitalization, Industry 4.0, sourcing, production close to market, sustainability, research to worth knowing textile events and innovations from the international markets of the world are at the heart of our editorial coverage. Our core objective is to present innovative manufacturing processes in the textile and apparel industry along with their many production stages and to create a synergetic network within these stages for the

companies in the industry. As a result, our target groups are the professionals and decision-makers along the entire textile supply chain.

textile network is published four times per year in German and with an English-language section. On our two websites, www.textile-network.de (German) and www.textile-network.com (English), we report on new and exciting topics every day. In addition, we send out a weekly newsletter containing the most interesting reports (in German and English), whilst highlighting current content on social media (Facebook, Twitter, LinkedIn, Instagram).

textile network – we connect the industry!



Sibylle Michel

Managing Editor textile network

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E-Mail: sibylle.michel@meisenbach.de



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Topics and Dates

In our four printed issues, we always report on the latest news and innovations from the textile chain. Your suggestions are welcome!

textile network 1/2022

Editorial deadline
10.02.2022

Advertising deadline
17.02.2022

Publication date
14.03.2022

Cotton
Medical textiles
Textile and digital printing

Trade fairs

09.–11.03.2022 Intertextile Shanghai Apparel Fabrics, Shanghai
30.–31.03.2022 36. Internationale Baumwolltagung, Bremen
31.03.–02.04.2022 TecStyle Visions, Stuttgart
27.–28.04.2022 Performance Days, Munich
17.–19.05.2022 Techtextil North America / Texprocess Americas, Atlanta
31.05.–03.06.2022 FESPA, Berlin

textile network 2/2022

Editorial deadline
29.04.2022

Advertising deadline
09.05.2022

Publication date
02.06.2022

Trade fair edition for Techtextil/Texprocess:
Technical Textiles
Textile machines and tools
Technologies

Trade fairs

14.–18.06.2022 ITM / Hightex, Istanbul
21.–24.06.2022 Techtextil / Texprocess, Frankfurt on the Main
05.–07.07.2022 Frankfurt Fashion Week / Neonyt, Frankfurt on the Main
12. - 14.07.2022 Milano Unica, Milano
June 2022 Pitti Immagine Filati, Florence
June 2022 Wear It Innovation Summit, Berlin
July 2022 Texworld USA, New York



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Topics and Dates

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textile network 3/2022

Editorial deadline
20.07.2022

Advertising deadline
27.07.2022

Publication date
22.08.2022

Logistics / Supply Chain
Industry 4.0 / Software / CAD
Yarns, fibres and fabrics

Trade fairs

19.–21.09.2022 ITMC, Montreal
20.–22.09.2022 Techtextil Russia, Moscow
14.–16.09.2022 Dornbirn-GFC, Dornbirn

September 2022 Munich Fabric Start, Munich
September 2022 Première Vision Paris, Paris
September 2022 FILO, Milano
September 2022 Berlin Fashion Week, Berlin
October 2022 Intertextile Shanghai Apparel Fabrics,
Shanghai
October 2022 Index, Genf
October 2022 Performance Days, Munich

textile network 4/2022

Editorial deadline
30.09.2022

Advertising deadline
10.10.2022

Publication date
03.11.2022

Sustainability in the textile chain
Functional textiles
Textile chemistry

Trade fairs

09.–10.11.2022 Hofer Vliesstofftage, Hof
10.–13.01.2023 Heimtextil, Frankfurt on the Main

November 2022 Maredimoda, Cannes
January 2022 PromoTex Expo / PSI / viscom, Duesseldorf
January 2022 Frankfurt Fashion Week / Neonyt,
Frankfurt on the Main



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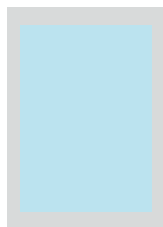


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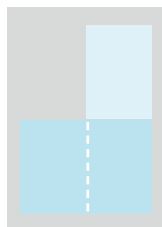
Ad Rates and Ad Formats*



1/1 page

PS: 180 mm x 270 mm
B: 210 mm x 297 mm

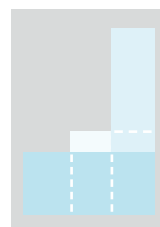
4,215.- €



1/2 page

PS: 88 mm x 270 mm
PS: 180 mm x 132 mm
B: 210 mm x 146 mm
B: 105 mm x 297 mm

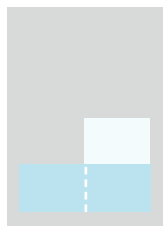
2,380.- €



1/3 page

PS: 180 mm x 88 mm
PS: 127 mm x 122 mm
PS: 57 mm x 270 mm
B: 74 mm x 297 mm

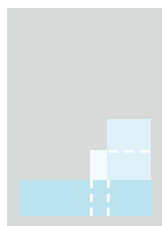
1,825.- €



1/4 page

PS: 180 mm x 63 mm
PS: 88 mm x 132 mm

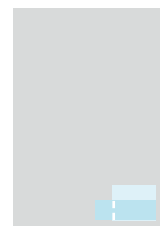
1,580.- €



1/6 page

PS: 180 mm x 41 mm
PS: 127 mm x 59 mm
PS: 72 mm x 100 mm

1,220.- €



1/8 page

PS: 72 mm x 77 mm
PS: 127 mm x 43 mm

930.- €

*Special formats on request

PS: Print Space

B: Bleed

Formats: width x height

Ad formats bleed off:

Bleed ad format plus 3 mm

allowance on all sides

Best Placement:

Front cover page

4,810.- €

2nd cover page

4,700.- €

3rd cover page

4,540.- €

Back cover page

4,760.- €

Front + Back cover page

7,650.- €

Eye-catcher

2,950.- €

Lead page

2,050.- €

Surcharge for agreed special formats: **+10%**

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.



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Ad Rates and Ad Formats

Colours:

Colours from the Euro Colour Scale CEI 12-66
DIN 16539 included in price /
special colours
(no discount available) **each 1,060.- €**

Magazine format:

DIN A 4, 210 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

2 Ads **10%**

4 Ads **15%**

Job Advertisements

on request

Ad specials:

Inserts

up to 25g: **405.- €**

up to 50g: **510.- €**

Maximum format available for loose inserts:

205 x 297 mm

Rates for bound inserts on request



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Advertorial Print

An increasingly popular advertising medium, the Advertorial, offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary – the text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact – creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 2,830.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-3 images | Company logo |
Main text minimum: 1,600 characters |
Maximum: 2,000 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Plus 600.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the textile network layout. The price includes one proofing cycle.**

1/2 page Advertorial: 1,730.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-2 images | Company logo |
Main text minimum: 600 characters |
Maximum: 1,500 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Plus 300.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the textile network layout. The price includes one proofing cycle.**

* Every additional proofing cycle will incur a charge of 100.- €. ** Any net travel expenses will be billed to the customer.

**We will also be glad to publish your advertorial online as an option.
You will find the prices for this on page 17.**





textile network – Wall Calendar 2023

enclosed in issue 4/2022, edition: 3,500 pieces



Placements and number of banners are variable

110 mm x 60 mm
850.- €

110 mm x 60 mm
850.- €

240 mm x 60 mm
1,500.- €

240 mm x 60 mm
1,500.- €



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Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 180 mm wide x 270 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PS0coated_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC

- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PS0coated_v3.icc. If you are interested, please contact Monika Schmidt (monika.schmidt@meisenbach.de, +49 951 861-100) who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:

Monika Schmidt, Order Management
monika.schmidt@meisenbach.de
Tel.: +49 951 861-100

Delivery address:

Schleunungsdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
Tel.: +49 9391 6005-33



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Distribution

1 Subscription prices print 2022*

Issues per year	4
Domestic incl. postage and 7% VAT	132.- €
Abroad Europe	156.- €
Abroad world	183.- €

2 Subscription prices digital 2022*

digital	122.- €
Premium (print + digital) domestic	147.- €
Premium (print + digital) europe	171.- €
Premium (print + digital) world	198.- €

* All prices incl. delivery charges

Terms of payment: After invoicing by bank transfer, credit card or PayPal.
Europäische Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

3 Geographical distribution analysis*

(Percentage of print run actually distributed)

Germany	84.38%
*Abroad	15.62%
Print run actually distributed	100.00%

*Average in percent- Issues July 2020 – June 2021

*Abroad	15.62%
Europe	12.44%
Asia	1.22%
America	1.14%
Africa	0.82%

4 Classified potential of recipients

Distribution Germany, Austria, Switzerland
 (Multiple answers possible)

Trade	Number (Domestic)	Number (Abroad)
Manufacturing of textiles	5,998	1,281
Manufacturing technical textiles	1,152	425
Manufacturing of knitted textiles	973	294
Manufacturing of machinery and technology	1,556	915
Manufacturing of apparel	4,631	1,601
Manufacturing of synthetics	341	139
Textile finishing	672	188
Universities/ tech. colleges	352	129
Other	3,241	6,556
Total number of recipients	18,916	11,528



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Cross-Media Opportunities

coverage (print + online)

textile network	4.000 copies
Newsletter (German)	ca. 3,700 recipients
Newsletter (English)	ca. 2,000 recipients
Website (dt.)	130,697 page impressions
Website (dt.)	25,411 visits
Website (eng.)	65,161 page impressions
Website (eng.)	17,841 visits

fans social media

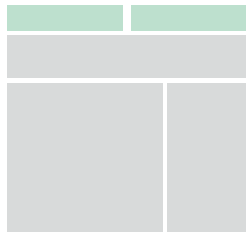
Facebook	1,100 subscribers
Twitter	1,500 follower
Instagram	1,000 subscribers

status: June 2021



Ad Banner on textile-network.de or textile-network.com

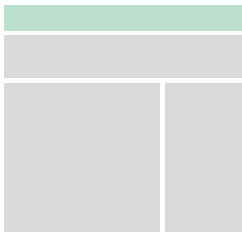
1 Full Banner



Size: 468 x 60 pixels

Price*: 995.– €

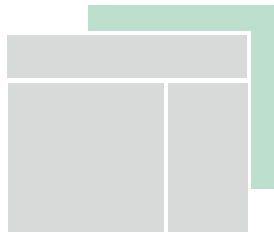
2 Superbanner



Size: 950 x 90 pixels

Price*: 1,995.– €

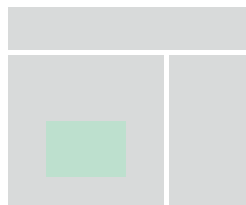
3 Hockeystick



Size: 728 x 90 pixels +
120 x 600 pixels

Price*: 1,675.– €

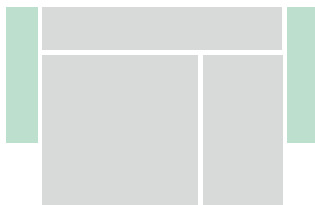
4 Content Ad



Size: 300 x 250 pixels

Price*: 1,275.– €

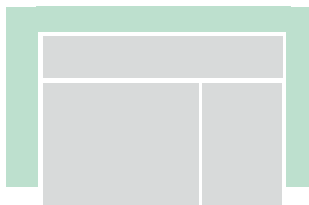
5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels

Price*: 1,275.– €

6 Webskin



Size: (2x) 120 x 600 pixels +
980 x 90 pixels

Price*: 2,125.– €

Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

* Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Monika Schmidt (monika.schmidt@meisenbach.de).



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Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 995.- €

Bookable in combination with print adverts – we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.  

Surcharge: 150.- € per Portal



You can also find our guidelines and examples under:

<https://textile-network.com/en/Media/Guidelines/Your-advertorial>



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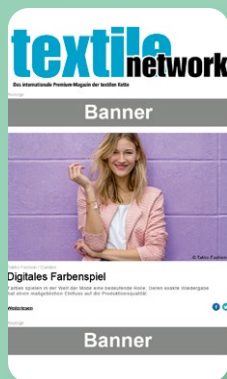
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Ad Opportunities Newsletter

Banner



General information: The textile network Newsletter informs late-breaking on all important news of the textile industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Monika Schmidt (monika.schmidt@meisenbach.de).

Rates per Ad (Banner): 575.– €

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

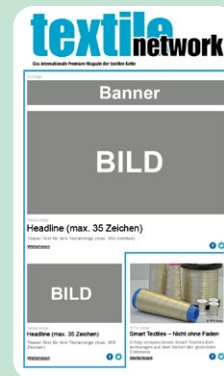
Advertorial:

- Headline: max. 35 characters, teaser text:
max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:

- 700 x 120 pixels, max. 100K

Price: 2,180.– €



You can also find our guidelines and examples under:
<https://textile-network.com/en/Media/Guidelines>



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Instagram-Package

A picture is worth a thousand words! Instagram is therefore an important marketing tool, especially in our industry – because be it innovative technical textiles, special fashion novelties or cosy home textiles, they all have the ability to impress visually.

Package prices:

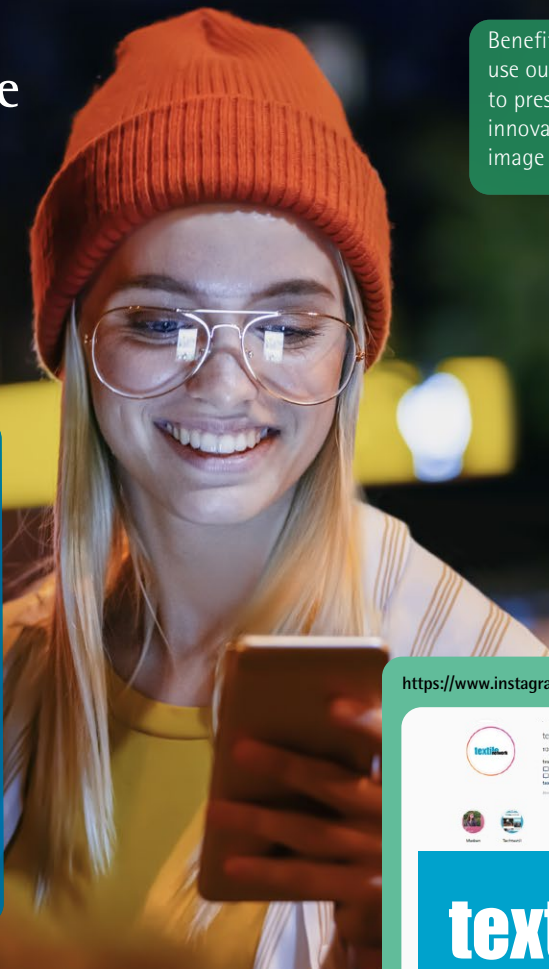
5 posts (per calendar year): **800.- €**

10 posts (per calendar year): **1,500.- €**

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram, you can integrate up to 18 hashtags in addition to your text.

Benefit from our network and use our Instagram package to present your products and innovations or to publish an image campaign.



<https://www.instagram.com/textilenetwork/>



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Product Specials

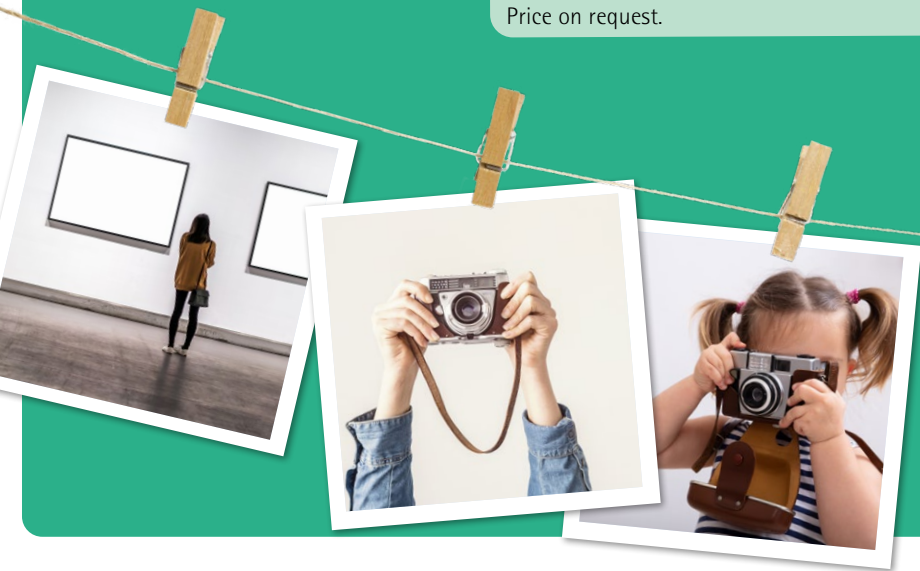
Do you like to place your print ads in a thematically appropriate environment? With our product specials we offer you the opportunity to do this on our website, as well!

There are two formats to choose from – but a combination is also possible:

Calendar format:

On selected times (Advent, Christmas, Easter etc.) we "open" a door on our website every day, behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback. Price on request.

Weihnachts-Special



Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable – here every novelty gets the attention it deserves. Price on request.



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General Terms and Conditions

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisements» by the publishers.
6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher.
In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted. The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demand immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfilment, negligence on signing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remain unaffected. In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.
In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.
Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.
21. Advertising orders can be cancelled up to the closing date for advertisements. Cancellation must be made in writing or in text form (by mail, fax or e-mail). If the advertisement has already been printed, the customer must pay for the advertisement. Otherwise, the publisher may demand reimbursement of the costs incurred up to the cancellation in accordance with the statutory provisions.



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