



Publisher Self-Service Advertising Site Terms and Conditions

- I. AdDogs will provide access to its web-based ad building and insertion system, styled to contain branding, in the form of the Publisher's logo and name, and containing content representing only Publisher's media products.
- II. Publisher will insert the "Advertise With Us" button, or a link of similar function, in locations of its choice within its web site(s) to facilitate access by its customers to the AdDogs advertising functions.
- III. AdDogs will provide Publisher with access to its existing database of technical and rate data for Publisher's media products, and Publisher agrees to maintain and be responsible for this data.
- IV. AdDogs will not be responsible for the content of advertising produced by users accessing the system. Publisher will exercise control over the acceptance of advertising at its sole discretion.
- V. AdDogs will make available the resources to adapt certain of its offerings to Publisher's specification, upon mutually agreeable terms.
- VI. The fee for access and support is \$300.00 per month for the first of Publisher's websites linking to AdDogs plus \$3.00 per ad accepted by Publisher from AdDogs, with no minimum required volume of ads per month.

Additional Publisher web sites that direct advertisers to the same customized AdDogs advertising portal, with the same list of publications and branding, will incur no additional fixed monthly fee, plus \$3.00 per ad accepted by Publisher from AdDogs.

Additional portal sites that present advertisers with a different list of Publisher's media, a different branding scheme, or both will incur a fee of \$300 for the first such site plus \$3.00 per ad accepted by Publisher from AdDogs.

- VII. Publisher will accept insertion orders via email, in the standard fashion by which AdDogs presents them. This agreement specifically excludes advertisements that require submission to Publisher in any other manner.
- VIII. All AdDogs fees will be billed monthly in arrears, presented by email attachment, and due by the 10th of the month for the preceding month. AdDogs will maintain and present a running total of billing via email at the close of business on the first day of the following month.
- IX. For any payments that AdDogs collects on behalf of Publisher, AdDogs will remit them in a mutually acceptable manner, twice per month, or on other terms as may be agreed by both parties. These payments will equal the sum of the amounts due to publisher as recorded on the insertion orders submitted over the reporting period. These remittances will be accompanied by a report (in printed or electronic format) detailing such insertion orders for the reporting period.
- X. The term of this agreement is indefinite and the agreement is cancellable by either party without cause upon 30 days notice and full payment of then-outstanding charges.