Rates and Products

Advertising options, section descriptions, display/classified rates and terms for 2017
Powerful reach with an integrated campaign

Having a presence on multiple platforms will escalate your reach and put you in front of our users who get their news when, where and how it’s most convenient for them. Integrated print, digital and events into your annual campaign will allow you to reach potential clients at the maximum level.

**WEEKLY JOURNAL**
The Triangle Business Journal publishes weekly, 52 times a year, every Friday.

45 minutes
average time spent reading each issue

87%
read 3 or more of the past 4 issues

8,000
weekly distribution

**DIGITAL ADVERTISING**
The Triangle Business Journal reaches an unduplicated subscriber audience on a daily basis.

351,000
average monthly unique visitors (subtotal Nov. YTD/11 months)

1,675,000
average monthly page views

73%
of subscribers influence purchasing decisions

**WHO IS READING THE TRIANGLE BUSINESS JOURNAL**

84% of all readers are college or post graduate educated. 68% of all readers are holding management positions or above.

**PRINT STATS**
2,000,000 average net worth

$141,000
average household income

50
average age

**DIGITAL STATS**
1,300,000 average net worth

$220,000
average household income

50
average age

Reach potential clients in these fields:
- Legal services
- Health
- Banking
- Insurance
- Real estate
- Construction
- Technology
- Engineering
- Nonprofit
- Accounting
- Manufacturing
- Government
- Education
- Architecture
- and more
Display advertising rates

<table>
<thead>
<tr>
<th>Ad size</th>
<th>$125,000</th>
<th>$100,000</th>
<th>$80,000</th>
<th>$60,000</th>
<th>$40,000</th>
<th>$20,000</th>
<th>$10,000</th>
<th>Open Rate</th>
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<tr>
<td>Full page spread</td>
<td>$4,098</td>
<td>$4,509</td>
<td>$4,966</td>
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<td>$4,773</td>
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<tr>
<td>Island</td>
<td>$1,874</td>
<td>$2,247</td>
<td>$2,452</td>
<td>$2,656</td>
<td>$2,965</td>
<td>$3,991</td>
<td>$4,503</td>
<td>$5,529</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$1,847</td>
<td>$2,038</td>
<td>$2,220</td>
<td>$2,402</td>
<td>$2,675</td>
<td>$3,585</td>
<td>$4,039</td>
<td>$4,949</td>
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<tr>
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<td>$1,637</td>
<td>$1,774</td>
<td>$1,927</td>
<td>$2,079</td>
<td>$2,309</td>
<td>$3,072</td>
<td>$3,453</td>
<td>$4,217</td>
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<td>$1,388</td>
<td>$1,498</td>
<td>$1,620</td>
<td>$1,742</td>
<td>$1,925</td>
<td>$2,535</td>
<td>$2,840</td>
<td>$3,450</td>
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<td>$1,254</td>
<td>$1,349</td>
<td>$1,454</td>
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<td>$1,718</td>
<td>$2,245</td>
<td>$2,508</td>
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<td>$1,071</td>
<td>$1,154</td>
<td>$1,229</td>
<td>$1,343</td>
<td>$1,720</td>
<td>$1,908</td>
<td>$2,285</td>
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<tr>
<td>1/8 Page</td>
<td>$949</td>
<td>$1,010</td>
<td>$1,078</td>
<td>$1,147</td>
<td>$1,248</td>
<td>$1,588</td>
<td>$1,757</td>
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<tr>
<td>Strip Ad</td>
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<td>$1,039</td>
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<td>$1,228</td>
<td>$1,642</td>
<td>$1,820</td>
<td>$2,175</td>
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<td>Belt Ad</td>
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<td>$1,678</td>
<td>$1,820</td>
<td>$1,962</td>
<td>$2,176</td>
<td>$2,886</td>
<td>$3,240</td>
<td>$3,950</td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$1,190</td>
<td>$1,278</td>
<td>$1,326</td>
<td>$1,474</td>
<td>$1,620</td>
<td>$2,108</td>
<td>$2,352</td>
<td>$2,840</td>
</tr>
<tr>
<td>&quot;L&quot; or reverse &quot;L&quot;</td>
<td>$1,284</td>
<td>$1,382</td>
<td>$1,491</td>
<td>$1,599</td>
<td>$1,764</td>
<td>$2,309</td>
<td>$2,581</td>
<td>$3,126</td>
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<tr>
<td>&quot;U&quot;</td>
<td>$1,874</td>
<td>$2,038</td>
<td>$2,220</td>
<td>$2,402</td>
<td>$2,675</td>
<td>$3,585</td>
<td>$4,039</td>
<td>$4,949</td>
</tr>
<tr>
<td>Wave</td>
<td>$1,190</td>
<td>$1,278</td>
<td>$1,326</td>
<td>$1,474</td>
<td>$1,620</td>
<td>$2,108</td>
<td>$2,352</td>
<td>$2,840</td>
</tr>
<tr>
<td>Triangle</td>
<td>$1,190</td>
<td>$1,278</td>
<td>$1,326</td>
<td>$1,474</td>
<td>$1,620</td>
<td>$2,108</td>
<td>$2,352</td>
<td>$2,840</td>
</tr>
<tr>
<td>Page One Logo Ads</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Additional Charges
Guaranteed Position
Back cover: 10% | Inside: 10%
SPACE: 15%

Volume discounts
Volume discounts are determined by combining the dollar value of print and digital insertions in *Triangle Business Journal* Business Journal, plus sponsorships, within the contract period. Contract begins with the date of first insertion and must be fulfilled within a 12-month period. Book of Lists and pre-printed inserts may also be included as part of your volume contract. Contracts guarantee the volume rate earned and ad sizes may vary during contract period. Refer to the column under the volume for rate of desired size. Rates subject to change during contract period. Rate increases are effective January 1, and all advertisers’ rates change on that date.

Credit, payment and commissions
All first-time advertisers must pre-pay and payment must accompany all copy until credit has been established with the Credit Department. Payment by check, Visa, MasterCard or American Express. All advertisers must submit a Credit Application. Terms of credit extension to advertisers is Net 30 Days. No cash discounts. Any discrepancies in advertising invoices must be questioned within 10 days of publication. All rates are net and non-commissionable. All advertising transactions with the *Triangle Business Journal* Business Journal are subject to the publication’s advertising terms and conditions, a copy of which is available on our Web site and, if applicable, in our advertising agreement.

Ask your account representative about digital and print customized rate discounts.
Classified advertising rates

Executive Marketplace

<table>
<thead>
<tr>
<th>Ad size</th>
<th>52x rate</th>
<th>26x rate</th>
<th>13x rate</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Per Inch</td>
<td>$28</td>
<td>$43</td>
<td>$58</td>
<td>$75</td>
</tr>
</tbody>
</table>

Minimum size 1 column x 3”. Depths must be purchased in full inch increments.
Color charge: $100

Available Column Widths
1 COLUMN WIDE: 1.5”
2 COLUMNS WIDE: 3.25”
3 COLUMNS WIDE: 4.875”
4 COLUMNS WIDE: 6.625”
5 COLUMNS WIDE: 8.25”
6 COLUMNS WIDE: 10”

CLASSIFIED LINE ADS

$22 PER LINE (5 line minimum)
Estimate 25 characters per line, including punctuation and spacing between words.
Specifying bold type of capital letters will increase the space used and may increase the number of lines needed.

Deadline for the classified line ads is noon Wednesday, eight days prior to publication.
Payment for classified line ads is by cash, check, Visa, MasterCard or American Express.
Line ads will not be billed by Triangle Business Journal.
All ads are pre-paid.

PROFESSIONAL DIRECTORY

This directory is a word listing with your 4 color logo. Each directory that runs will be tailored to a specific industry or service: accounting, commercial real estate, legal, etc.
These directories will usually be in tandem with a Special Report, List or Spotlight page of that industry or service.

1 LISTING
7x : $250
1x : $375
Size is 1 column x 5 inches deep (including logo)
Example categories:
Accounting, Commercial Real Estate, Education, Finance, Legal, Residential Real Estate
### Online Recruitment Services

**Get your job listings in front of the largest collection of professional candidates.**

**Individual Featured Job Postings | $395**
- Increase visibility in front of passive job seekers while targeting the active job seeker as well.
- Promoted at the top of job section with logo
- Also promoted on local homepage, article pages and daily newsletters with logo
- Unlimited text
- All listings are searchable on Google, Yahoo and other search engines
- 30 day campaign

**Standard Job Postings | $295**
- Appears in career center only
- Unlimited text
- All listings are searchable on Google, Yahoo and other search engines
- 30 day campaign

**Volume Featured Job packages**
- 5 featured online job postings for $1,500
- 10 featured online job postings for $2,500
- Can be used all at once or spread over a year
- Multi-market and custom packages also available

**Recruitment Sponsorships Include:**
- Sponsorship of Featured Jobs Module
  - Homepage
  - Article Pages
- Afternoon Edition Emails
  - Career Center
- Featured Job Postings up to 5
- ROS Banners

### Recruitment Sponsorship Rates

<table>
<thead>
<tr>
<th>Package</th>
<th>Banners</th>
<th>Sponsor Logo</th>
<th>Featured Jobs</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exposure</strong></td>
<td>Homepage, Article Pages, Career Center</td>
<td>Homepage, Article Pages, Afternoon Edition Emails, Career Center</td>
<td>Homepage, Article Pages, Afternoon Edition Emails, Career Center</td>
<td></td>
</tr>
<tr>
<td><strong>Package 1</strong></td>
<td>160,000 Impressions</td>
<td>500,000 Impressions</td>
<td>Up to 5 postings</td>
<td>$5,000/mo.</td>
</tr>
<tr>
<td><strong>Package 2</strong></td>
<td>330,000 Impressions</td>
<td>500,000 Impressions</td>
<td>Up to 5 postings</td>
<td>$7,500/mo.</td>
</tr>
</tbody>
</table>
Reprints


Show your customers your success with Triangle Business Journal reprints! Your reprint is customized to your company and many options are available including:

- Hard Copy Reprints | Prices vary by quantity
- Digital ePrints | Starting at $550
- Wall Plaques & Awards | Starting at $169
- Photos | Starting at $150
- Press Releases | Prices vary

Contact reprints@bizjournals.com | 877.397.5134 for full options and pricing.

Inserts

Free-standing inserts

Triangle Business Journal accepts preprinted inserts for inclusion in mailed and newsstand copies. FSIs may be used to fulfill advertising contract obligations. Total cost is based on 2015 circulation of 8,500. Insert rates are net and non-commissionable and must be pre-paid. Inserts must be full run of circulation; smaller increments are not available. Inserts must be submitted for approval two weeks prior to publication date. Advertiser is advised to get Publisher’s approval before printing piece.

$2,000 per oz., per week

- You pay for printing and delivery to our press
- Can be printed any size, but must be folded to 11” x 6” or smaller before delivery

$4,125 per oz., per week

- We pay for printing and design
- Can be printed any size, but must be folded to 11” x 6” or smaller before delivery

November 2014
Digital advertising rates

Run of site (TriangleBusinessJournal.com) for four weeks

<table>
<thead>
<tr>
<th>Impressions</th>
<th>$125,000+</th>
<th>$100,000</th>
<th>$80,000</th>
<th>$60,000</th>
<th>$40,000</th>
<th>$20,000</th>
<th>$10,000</th>
<th>Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>400,000 impressions</td>
<td>$5,962</td>
<td>$6,084</td>
<td>$6,208</td>
<td>$6,419</td>
<td>$6,663</td>
<td>$7,481</td>
<td>$8,346</td>
<td>$9,270</td>
</tr>
<tr>
<td>330,000 impressions</td>
<td>$5,110</td>
<td>$5,214</td>
<td>$5,321</td>
<td>$5,510</td>
<td>$5,714</td>
<td>$6,405</td>
<td>$7,532</td>
<td>$8,294</td>
</tr>
<tr>
<td>200,000 impressions</td>
<td>$3,407</td>
<td>$3,477</td>
<td>$3,547</td>
<td>$3,674</td>
<td>$3,806</td>
<td>$4,274</td>
<td>$4,771</td>
<td>$5,529</td>
</tr>
<tr>
<td>130,000 impressions</td>
<td>$2,555</td>
<td>$2,607</td>
<td>$2,660</td>
<td>$2,755</td>
<td>$2,857</td>
<td>$3,207</td>
<td>$3,576</td>
<td>$4,147</td>
</tr>
<tr>
<td>80,000 impressions*</td>
<td>$1,703</td>
<td>$1,738</td>
<td>$1,774</td>
<td>$1,837</td>
<td>$1,909</td>
<td>$2,131</td>
<td>$2,391</td>
<td>$2,764</td>
</tr>
<tr>
<td>Business Pulse*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>Special Section*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>People on the Move*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Rates are based on total dollar investments (combined print, digital, and sponsorships). Digital sponsorship ad positions include upper and lower 300x250, top and bottom 728x90 and mobile 320x50. 
*80,000 impression packages run for two weeks. 
+Must be bought with 130,000 impressions.
Content vertical sponsorship

Target a specific industry and dominate a page for one month.

» Sponsor the industry page
» 5 banners; (2) 728x90, (2) 300x250, (1) 320x50
» Pick your month
» 30 day campaign

Sponsorship Includes:

» 130,000 Impressions
» ROS
» Link clicks to company website or recent blog
» Own the page
» Runs for 30 days

Industries

» Banking & Financial Services
» Career & Workplace
» Commercial Real Estate
» Education
» Energy
» Food & Lifestyle
» Government & Regulations
» Health Care
» Manufacturing
» Media & Marketing
» Philanthropy & Nonprofits
» Professional Services
» Residential Real Estate
» Retailing
» Sports Business
» Technology
» Transportation
» Travel & Tourism
Advertising
Triangle Business Journal’s most valuable business reference guide and the one publication readers turn to throughout the year. It’s a compilation of Triangle Business Journal’s weekly lists and is full of important information about the Triangle’s business that’s unavailable anywhere else. Sold year-round. Guaranteed positioning is accepted only for full and half page ads on a first-come basis. Color is included. Sorry, Book of Lists ads are non-cancelable. All rates are net.

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Contract rate</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$5,575</td>
<td>$7,325</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,625</td>
<td>$4,650</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,633</td>
<td>$3,350</td>
</tr>
<tr>
<td>List strip</td>
<td>$1,900</td>
<td>$2,400</td>
</tr>
<tr>
<td>Chapter sponsorship</td>
<td>$8,425</td>
<td></td>
</tr>
<tr>
<td>Presenting sponsorship</td>
<td>$16,000</td>
<td></td>
</tr>
</tbody>
</table>

Additional sponsorship opportunities available
Ask your Account Executive
The Triangle Business Journal Morning Edition email is a morning round up of Triangle’s business news and reaches more than 12,800 email in-boxes every day.

<table>
<thead>
<tr>
<th>Weekly Cost</th>
<th>$125,000+</th>
<th>$100,000</th>
<th>$80,000</th>
<th>$60,000</th>
<th>$40,000</th>
<th>$20,000</th>
<th>$10,000</th>
<th>Open</th>
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</thead>
<tbody>
<tr>
<td>728x90</td>
<td>$1,525</td>
<td>$1,678</td>
<td>$1,830</td>
<td>$1,983</td>
<td>$1,288</td>
<td>$2,669</td>
<td>$3,050</td>
<td>$3,431</td>
</tr>
<tr>
<td>Upper Logo &amp; Text 120x60 logo &amp; 160 characters</td>
<td>$686</td>
<td>$763</td>
<td>$839</td>
<td>$915</td>
<td>$976</td>
<td>$1,220</td>
<td>$1,373</td>
<td>$1,525</td>
</tr>
<tr>
<td>Middle 728x90</td>
<td>$1,373</td>
<td>$1,449</td>
<td>$1,601</td>
<td>$1,754</td>
<td>$1,830</td>
<td>$2,135</td>
<td>$2,288</td>
<td>$2,669</td>
</tr>
<tr>
<td>Middle Logo &amp; Text 120x60 logo &amp; 160 characters</td>
<td>$480</td>
<td>$544</td>
<td>$641</td>
<td>$686</td>
<td>$778</td>
<td>$915</td>
<td>$1,029</td>
<td>$1,144</td>
</tr>
<tr>
<td>Lower 728x90</td>
<td>$641</td>
<td>$683</td>
<td>$854</td>
<td>$915</td>
<td>$976</td>
<td>$1,220</td>
<td>$1,373</td>
<td>$1,525</td>
</tr>
</tbody>
</table>

**Monthly Rotation**

<table>
<thead>
<tr>
<th>3 Months</th>
<th>$5,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Months</td>
<td>$4,800</td>
</tr>
<tr>
<td>9 Months</td>
<td>$4,400</td>
</tr>
<tr>
<td>12 Months</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

**Subscriber stats**

68% of email subscribers influence decisions at your company

14.9 Times per month TBJ email subscribers visit the TBJ website

*Source: TBJ Subscriber Study, 2014*

Sign up for the free Morning Edition at TriangleBusinessJournal.com
THE TRIANGLE BUSINESS JOURNAL AFTERNOON EDITION

The Triangle Business Journal Afternoon Edition delivers top stories and news alerts to more than 15,950 email in-boxes every day. Executives keep tabs on the pulse of the local business scene with a snapshot of each day’s news.

Sign up for the free Afternoon Edition at TriangleBusinessJournal.com

<table>
<thead>
<tr>
<th>Weekly Cost</th>
<th>$125,000+</th>
<th>$100,000</th>
<th>$80,000</th>
<th>$60,000</th>
<th>$40,000</th>
<th>$20,000</th>
<th>$10,000</th>
<th>Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>$1,754</td>
<td>$1,929</td>
<td>$2,104</td>
<td>$2,280</td>
<td>$2,630</td>
<td>$3,069</td>
<td>$3,507</td>
<td>$3,946</td>
</tr>
<tr>
<td>Upper Logo &amp; Text 120x60 logo &amp; 160 characters</td>
<td>$789</td>
<td>$877</td>
<td>$964</td>
<td>$1,052</td>
<td>$1,122</td>
<td>$1,403</td>
<td>$1,578</td>
<td>$1,754</td>
</tr>
<tr>
<td>Middle 728x90</td>
<td>$1,578</td>
<td>$1,666</td>
<td>$1,841</td>
<td>$2,017</td>
<td>$2,104</td>
<td>$2,455</td>
<td>$2,630</td>
<td>$3,096</td>
</tr>
<tr>
<td>Middle Logo &amp; Text 120x60 logo &amp; 160 characters</td>
<td>$552</td>
<td>$626</td>
<td>$737</td>
<td>$789</td>
<td>$894</td>
<td>$1,052</td>
<td>$1,184</td>
<td>$1,315</td>
</tr>
<tr>
<td>Lower 728x90</td>
<td>$737</td>
<td>$786</td>
<td>$982</td>
<td>$1,052</td>
<td>$1,122</td>
<td>$1,403</td>
<td>$1,578</td>
<td>$1,754</td>
</tr>
</tbody>
</table>

Notes: All rates are NET. Costs quoted are “per week” (six drops per week: Monday-Friday with a Saturday BONUS).

Monthly Rotation

<table>
<thead>
<tr>
<th>3 Months</th>
<th>6 Months</th>
<th>9 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,400</td>
<td>$5,600</td>
<td>$4,800</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

Subscriber stats

54% of print subscribers read the Afternoon Edition regularly

65% of print subscribers find the Afternoon Edition to be very valuable

Source: TBJ Subscriber Study, 2014

Sign up for the free Afternoon Edition at TriangleBusinessJournal.com
Triangle Business Journal breaking news alert

The *Triangle Business Journal*’s breaking news alert is emailed to TBJ’s thousands of subscribers as business news affecting the Triangle region breaks.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Sponsorship</td>
<td>$55,000</td>
</tr>
<tr>
<td>6-month Sponsorship</td>
<td>$30,000</td>
</tr>
<tr>
<td>3-month Sponsorship</td>
<td>$16,400</td>
</tr>
</tbody>
</table>

**BENEFITS**
- Exclusivity
- Client logo and ad positioned around latest breaking news
- Open rates that are double industry standard

**FEATURES**
- 728x90 ad unit on Breaking News email
- Logo placement
- Minimum of 6 Breaking News emails per quarter

**FAST FACT**
*TBJ is currently averaging 15 sends per quarter.*

Sign up for the free breaking news alerts at TriangleBusinessJournal.com
### Homepage takeover

*Runs five consecutive business days, must be purchased with 130,000 Run of Site package or higher* (Example found at http://bit.ly/Homepage_Takeover)

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,800 plus ROS impression package</td>
<td>970x418 / 970x66 pushdown, 300x250, 1600x66 skin</td>
</tr>
</tbody>
</table>

#### Bottom line/slider

*Runs 30 days, served to one unique user per day* (Example found at http://bit.ly/BottomLineSlider)

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,040</td>
<td>1034x90/1034x30 for bottom line, 950x90/950x460 for slider</td>
</tr>
</tbody>
</table>
Marketplace advertising rates

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Actual dimensions</th>
<th>Open</th>
<th>$10k</th>
<th>$20k</th>
<th>$40k</th>
<th>$60k</th>
<th>$100k</th>
</tr>
</thead>
<tbody>
<tr>
<td>6x6</td>
<td>10&quot; wide x 6&quot; tall</td>
<td>$1,815</td>
<td>$1,360</td>
<td>$1,190</td>
<td>$1,080</td>
<td>$980</td>
<td>$775</td>
</tr>
<tr>
<td>4x6</td>
<td>6.6&quot; x 6&quot;</td>
<td>$1,325</td>
<td>$1,005</td>
<td>$935</td>
<td>$820</td>
<td>$680</td>
<td>$520</td>
</tr>
<tr>
<td>3x6</td>
<td>4.9&quot; x 6&quot;</td>
<td>$1,070</td>
<td>$800</td>
<td>$760</td>
<td>$610</td>
<td>$550</td>
<td>$410</td>
</tr>
<tr>
<td>4x4</td>
<td>6.6&quot; x 4&quot;</td>
<td>$795</td>
<td>$595</td>
<td>$545</td>
<td>$465</td>
<td>$410</td>
<td>$305</td>
</tr>
<tr>
<td>3x4</td>
<td>4.9&quot; x 4&quot;</td>
<td>$795</td>
<td>$595</td>
<td>$545</td>
<td>$465</td>
<td>$410</td>
<td>$305</td>
</tr>
<tr>
<td>3x3</td>
<td>4.9&quot; x 3&quot;</td>
<td>$655</td>
<td>$495</td>
<td>$440</td>
<td>$375</td>
<td>$330</td>
<td>$250</td>
</tr>
<tr>
<td>2x4</td>
<td>3.2&quot; x 4&quot;</td>
<td>$605</td>
<td>$455</td>
<td>$410</td>
<td>$345</td>
<td>$305</td>
<td>$230</td>
</tr>
<tr>
<td>2x3</td>
<td>3.2&quot; x 3&quot;</td>
<td>$510</td>
<td>$385</td>
<td>$335</td>
<td>$285</td>
<td>$255</td>
<td>$190</td>
</tr>
<tr>
<td>2x2</td>
<td>3.2&quot; x 2&quot;</td>
<td>$400</td>
<td>$295</td>
<td>$270</td>
<td>$235</td>
<td>$210</td>
<td>$160</td>
</tr>
<tr>
<td>1x3</td>
<td>1.5&quot; x 3&quot;</td>
<td>$295</td>
<td>$220</td>
<td>$205</td>
<td>$175</td>
<td>$160</td>
<td>$125</td>
</tr>
<tr>
<td>Banner page ad*</td>
<td>3.2&quot; x 3&quot;</td>
<td>$335</td>
<td>$255</td>
<td>$205</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Contracts include Book of Lists ad. Banner pages are groupings of display ads under a specific top heading and are published on a weekly, biweekly or monthly basis. Banner pages with less than three ads will run in the Marketplace section. Rates include full color.

**COLOR CHARGES**
Black plus one color: $60.
Process 4-color: $110.

**PAYMENT**
All Marketplace ads must be prepaid. Payment must accompany all copy.
Payment is accepted by cash, check, VISA, Mastercard or American Express.

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Calendar

**Event listings | Online**
Get the word out and target thousands of influential leaders in the local business community.
List all of your upcoming events on our online Business Events Calendar.
Listings don’t expire and will be active through the day of your event.

**FEATURED EVENT LISTING | $199**
» Premium Placement - Your event listing will rise above all other regular event listings.
» Branding - Your company or event logo will appear on both the event listing page and event details page

**STANDARD EVENT LISTINGS | $99**

**EVENT BILLBOARD | $500**
» Includes Featured Event Listing
» 30 day promotion in top billboard section of the online calendar with custom image
» 30-day promotion in Morning Edition email to XX subscribers

*Volume discounts available for multiple listings.*
Triangle Living

» Each listing featured in Triangle Business Journal will include a photo of the home, listing price ($500k and above), realtor’s contact information, website, and logo
» List for one week: $350/listing for print
» List for the whole month and save more: $1,200/listing for print

<table>
<thead>
<tr>
<th>List for One Week</th>
<th>List for One Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350/listing for print</td>
<td>$1,200/listing for print</td>
</tr>
</tbody>
</table>
People on the Move sponsorship

People on the Move ranks among the three highest read features in the Triangle Business Journal. People on the Move is promoted through our website and Afternoon Edition. This exclusive sponsorship highlights changes and advancement of people in the local business community and is always one of the top visited sections of our website.

SPONSORSHIP INCLUDES

» 100% ownership of ad placement in the People on the Move section
» Your company’s logo where People on the Move is promoted
» Package includes ROS impressions.*
» Print Sponsorship ROP

Runs for 30 days.

*Must be purchased with a 130,000 impression package or higher
Business Anniversaries guide

Triangle Business Journal wants to help you spread the word about your company’s birthday! Considering nearly 95 percent of companies go out of business within the first five years of opening up shop, we feel it’s important to celebrate companies that have reached 5th, 10th, 20, 100th or other milestones. Perhaps even reaching one year is a milestone for you!

Take advantage of this unique opportunity to launch your company’s year-long celebration in this special advertising section. Tell your story to our readers. Help us understand the unique ways companies survive through all phases of growth and development.

Full page is broken down into a 1/2 page write-up and 1/2 page branding advertisement. Both write-up and the ad are provided by the advertiser.

| Half Page Editorial with Half Page Ad | $2,000 |
| Publishes in Both Runs | $3,500 |
Triangle Bizspace

Bizspace Property Spotlight

Bizspace Property Spotlight is a unique opportunity to showcase your commercial space to a highly affluent audience of business decision makers.

Your Bizspace Property Spotlight showcase includes:
» Up to 15 high resolution property photos so users can explore each property
» Broker call-to-action with picture, logo, phone number, email and link to website that scrolls with the user throughout gallery
» Dynamic slide show controls so user can easily scroll through images or click to next photo
» Social tools to share property on Twitter, LinkedIn, Facebook and Google
» Live on site 24 hours a day/7 days a week for 30 days

Bizspace Property Spotlight promotion includes:
» Gallery and native content story
» Promotion as integrated native content on homepages and article pages — both full site and mobile minimum once per month
» Promotion in daily email newsletters minimum once per month

Pricing:
» Contact your Director of Advertising for details or email nboetcher@bizjournals.com
### Deadlines and cancellations

**Weekly newspaper**
Triangle Business Journal publishes weekly, 52 times a year, on Fridays. Premium positions are sold on a first-come basis. Please see the 2016 Production Calendar for other deadline exceptions.

<table>
<thead>
<tr>
<th>Section/advertising type</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>General display advertising insertion</td>
<td>Wednesday, 9 days prior to publication</td>
</tr>
<tr>
<td>Expanded sections advertising insertion</td>
<td>Wednesday, 18 days prior to publication</td>
</tr>
<tr>
<td>Expanded “Extra” sections artwork</td>
<td>Wednesday, 18 days prior to publication</td>
</tr>
<tr>
<td>Classified advertising insertion</td>
<td>Wednesday, 9 days prior to publication</td>
</tr>
<tr>
<td>Cancellation</td>
<td>Wednesday, 14 days prior to publication</td>
</tr>
<tr>
<td>Workup information due</td>
<td>Wednesday, 14 days prior to publication</td>
</tr>
<tr>
<td>Camera-ready artwork due</td>
<td>Wednesday, 9 days prior to publication</td>
</tr>
</tbody>
</table>

**Special sections and publications**
Special sections and publications such as Best Places to Work, Best Real Estate Deals, and Women Who Mean Business, are published periodically (see Production Calendar for dates) and are inserted into, or run as a part of, the weekly Friday paper.

<table>
<thead>
<tr>
<th>Section/advertising type</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>General display advertising insertion</td>
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<td>Cancellation</td>
<td>Wednesday, 14 days prior to publication</td>
</tr>
<tr>
<td>Workup information due</td>
<td>Wednesday, 14 days prior to publication</td>
</tr>
<tr>
<td>Camera-ready artwork due</td>
<td>Wednesday, 9 days prior to publication</td>
</tr>
</tbody>
</table>

**Book of Lists**
The Book of Lists is published once a year. Positions are sold on a first-come basis.

<table>
<thead>
<tr>
<th>Section/advertising type</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>General display advertising insertion</td>
<td>14 days prior to publication</td>
</tr>
<tr>
<td>Camera-ready artwork due</td>
<td>14 days prior to publication</td>
</tr>
<tr>
<td>Cancellation</td>
<td>Cannot be canceled</td>
</tr>
</tbody>
</table>

**Cancellation policy**
Cancellation of an ad or a change in its schedule must be received in writing on or before the deadlines listed above. Ads canceled after the deadline will be billed at 100%.

**Free-standing inserts**
Inserts for the weekly newspaper

<table>
<thead>
<tr>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reservation</td>
</tr>
<tr>
<td>Delivery</td>
</tr>
</tbody>
</table>
Terms and conditions

The following terms and conditions govern all entities that place advertising (“Advertiser”), either directly or through an agent (“Agency”), with publications (“Business Journal(s)”), digital Business Journal publications (“Digital Editions”), websites and mobile sites (“Websites”) and applications (“Apps”) and any other service (collectively, together with Business Journals, Digital Editions, Websites and Apps, the “Service”) published and/or owned, licensed or operated by or on behalf of American City Business Journals (“Publisher”). The placement of advertising in any Publisher Service constitutes Advertiser’s (and, if applicable, Agency’s) agreement to these terms. These terms and conditions may be modified from time to time by Publisher; additional placement of advertising will constitute Advertiser’s (and, if applicable, Agency’s) agreement to any such modifications.

I. DEFINITIONS

A. “Dollar Volume Discount” is determined by combining the dollar value of print and digital insertions in the Business Journal(s) plus sponsorships, within the contract period. Contract begins with the date of first insertion and must be fulfilled within a 12-month period. Book of Lists and pre-printed inserts may also be included as part of your volume contract. Contracts guarantee the volume rate earned and ad sizes may vary during contract period. Column units may be used to increase or decrease rate for desired size. Rates subject to change during contract period. Rate increases are effective January 1, and all advertisers’ rates change on that date.

B. “Short Rate” is the difference between the rate charged on the contracted dollar volume and the higher rate based on the reduced dollar volume of advertising actually published and paid for.

II. TERMS AND CONDITIONS APPLICABLE TO ADVERTISING PLACED IN ANY PUBLISHER SERVICE

A. PUBLISHER’S RIGHT TO REJECT, CANCEL OR TERMINATE ORDERS: Publisher reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published, displayed, performed or transmitted (collectively referred to herein as “Published”). Including, but not limited to, for reasons relating to the content of the advertisement or any technology associated with the advertisement. In the event of such cancellation or rejection by Publisher, advertising already run and to be run shall be paid for at the rate that would apply if the entire order were Published and no Short Rate will apply. Publisher, at its absolute discretion, may terminate its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date. Should Publisher terminate its relationship with Advertiser and/or Agency, a Short Rate may apply and all charges incurred together with Short-Rate charges shall be immediately due and payable. Furthermore, the event of such termination by Advertiser or Agency, Publisher may, in addition to its other remedies, (a) cancel its recognition of Agency, thereby causing Agency to lose claim to any commission for any further advertising placed with Publisher or on behalf of Advertiser or any other client of Agency, and/or (b) refuse to publish and/or all of Advertiser’s advertising.

B. ADVERTISER’S FAILURE TO RUN ADVERTISING/SHORT-RATE: All agreements for advertising Dollar Volume Discounts require that the specified dollar volume of advertisements be Published within a specified period and be promptly paid for. In the event of Publisher’s or its Agency’s cancellation of any portion of any advertising order/contract or failure to have Published and paid for the specified dollar volume of advertisements, or if at any time Publisher in its reason-ably determined sole judgment that Advertiser has not earned the amount set forth by Publisher to Publish and pay for the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously Published advertisements, and may result in a Short-Rate. In such event, Advertiser and/or Agency must reimburse Publisher for the Short-Rate within 30 days of invoice therefor and Publisher will thereafter pay for advertising at the open rate or at the earned rate(s) as applicable. Any merchandising program executed by Publisher in reliance of the foregoing six month period shall be expired and Publisher shall not have any further obligation to Advertiser and/or Agency with respect thereto.

C. RESTRICTIONS ON ADVERTISER’S CANCELLATION OF ADVERTISING ORDERS: No changes in orders or cancellations are accepted unless received before the specified closing dates, which vary by product and are set forth in Publisher’s rate card and web site. No changes in orders or cancellations may be considered executed unless acknowledged in writing by Publisher. Orders not cancelled as of these closing dates will be billed, even though Advertiser fails to furnish copy, digital, or for any reason. Although advertising is not received by the closing date, copy runs in previous issues will be published. Should Publisher agree to cancel an existing work order, Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

D. ADVERTISING POSITIONING AT PUBLISHER’S DISCRETION: Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and Published but such restrictions or specifications are at Publisher’s sole discretion.

E. LABELING OF ADVERTISEMENTS: Advertisements that simulate or resemble, or otherwise might not be noted as advertising content or not be clearly identified and labeled “ADVERTISMENT” or any other label as determined by Publisher at the top of the advertisement, and Publisher may, in its discretion, so label such material and/or otherwise distinguish the style and/or presentation of such material.

F. INSERTS: An accurate copy of any furnished insert must be received by the closing date, copy run in previous issues prior to the printing of the insert. Publisher’s review and/or approval of such copy does not release or relinquish Advertiser/Agency from its responsibilities hereunder. Publisher is not responsible for errors or omissions in, or alteration of, any materials furnished, inserted, placed with Publisher or on behalf of Advertiser or any other client of Agency, and/or (b) refuse to publish and/or all of Advertiser’s advertising.

G. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS: In the event of Publisher’s errors in or omissions of any advertisement(s), Publisher’s liability shall be limited to the rate charged and/or the space the error/omission would have occupied (including all charges incurred by Publisher arising out of Advertiser and/or Agency’s failure to deliver furnished inserts and/or the data collection and usage by such service providers and from such third party technology and/or services and/or the end-user’s prior affirmation (i.e., “opt-in”) consent to, that merger; and (iii) any advertising or other material (including, but not limited to, product samples) submitted by Advertiser and/or created by Publisher on behalf of Advertiser or Agency, and any material to which such advertisement or other material links or refers, complies with all applicable laws and regulations and does not violate the personal or proprietary rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce Publisher to Publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify Publisher and its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives, successors and assigns against any and all liability, loss, damage, and expense of any nature, including but not limited to, attorneys’ fees (collectively, “Losses”) arising out of any actual or potential claims for libel, invasion of privacy,
Terms and conditions continued

harm, copyright, patent, or trademark infringement, and/or any other actual or potential claims or suits that may arise out of (a) the copying, printing, publishing, displaying, performing, distributing or transmitting of such advertisement; (b) any violation of the CAN-SPAM Act or other laws relating to Advertiser’s advertisement, including, but not limited to, commercial messages e-mailed on Advertiser’s behalf by Publisher; (c) the loss, theft, use, or misuse of any credit/debit card or other payment, financial, or personal information; (d) the products and/or services promoted, sold, presented and/or contained in Advertiser’s advertisements; and/or (e) a breach or alleged breach of its covenants, warranties and obligations under these advertising rate card contract terms and conditions. If the Publisher participated in the creation of an advertisement, the Publisher will indemnify Advertiser in connection with potential claims only to the extent it has agreed to do so in writing.

J. RESPONSIBILITY FOR PAYMENT OF ADVERTISING BILLS: In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if there be one, each agrees to be jointly and severally liable for the payment of all billing, charges incurred. Publisher will place on Advertiser’s behalf, Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser. The bill shall be subject to a 30-day nonpayment billing shut down, in no way impaire the limit the joint and several liability of Advertiser and Agency. Any bill tendered by Publisher shall constitute an account stated unless written objection thereto is received by Publisher within ten (10) days from the date of charges incurred. Payment by Advertiser to Agency shall not discharge Advertiser’s liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim between Advertiser and Agency. Advertiser and Agency agree to reimburse Publisher for its costs and attorneys’ fees in collecting any unpaid advertising charges. Advertiser confirms that it has appointed Agency, if one is specified, to be its authorized representative with respect to all matters relating to advertising placed on Advertiser’s behalf with the understanding that Agency may be paid a commission.

K. NO ASSIGNMENT OF ADVERTISING: Advertiser and its Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may Advertiser or Agency authorize any others to use any advertising space.

L. REPUBLICATION OF ADVERTISEMENTS: Advertiser and Agency agree that any submitted advertisements published in any Service hereunder, may, at Publisher’s option, be re-published, re-performed, retransmitted or otherwise reused by Publisher or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of other owners. The copyright in any advertisements to be created by Publisher is owned by Publisher and may not be otherwise used by Advertiser or third parties without Publisher’s prior written consent.

M. ADVERTISING RATES: Publisher’s Business Journal rates contained in advertising orders that vary from the rates listed herein shall not be binding on Publisher and the advertisements ordered may be inserted and charged for at the actual schedule of rates. Publisher’s Business Journal rates and units of space are effective January 2015. Announcement of any changes in rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Rates will be honored by Publisher until the current contract expires. Advertising rates are not contingent on Business Journal reaching any circulation or readership level that may be represented in Business Journal’s marketing materials.

N. SPECIAL PUBLICATIONS: Certain special publications (e.g., The Book of Lists) produced and published by the Business Journals carry special rates and are non-cancelable once an agreement is signed.

O. TERMS OF SALE: Payment is due thirty (30) days from the date of invoice. All advertising production fees (if any) shall be billed and are immediately due in full within the first month of the advertising campaign. Interest may, at Publisher’s discretion, be charged at a rate of 1.5% per month on past due balances. Publisher may at its option require cash in advance with order or change payment terms.

Q. DISCLAIMER: PUBLISHER DISCLAIMS ALL WARRANTIES AND/OR GUARANTEES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, WARRANTIES FOR NONINFRINGEMENT, ACCURACY, AVAILABILITY, UPTIME, MERCHANTABILITY AND/OR FITNESS FOR ANY PARTICULAR PURPOSE IN CONNECTION WITH THE DISPLAY, PERFORMANCE AND TRANSMISSION OF ADVERTISEMENTS ON PUBLISHER’S SERVICES. Without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to its Services, including, without limitation, warranties and/or guarantees relating to: (a) the positioning or placement of advertisements on the Services; (b) advertising results on the Services; and (c) the accuracy of audience data, including, but not limited to, audience demographic data, audience size/Reach data, etc. with respect to the Services.

R. ENTIRE AGREEMENT: The foregoing terms and conditions (and the Additional Terms set forth below) shall govern the relationship between Publisher and Advertiser and/or Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing and signed by an officer or senior executive of Publisher, no other terms or conditions in contracts, orders, copy, or otherwise will be binding on Publisher. Failure by Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

III. ADDITIONAL TERMS AND CONDITIONS APPLICABLE TO DIGITAL ADVERTISING PLACED ON PUBLISHER’S WEBSITES AND APPS

The placement of digital advertising on any of Publisher’s Websites and Apps constitutes Advertiser’s (and, if applicable, Agency’s) agreement to the following terms: (a) These terms and conditions may be modified from time to time; (b) The placement of digital advertising will constitute Advertiser’s (and, if applicable, Agency’s) agreement to any such modifications.

A. SECTION II ADVERTISING TERMS AND CONDITIONS: For the purpose of clarification, the terms and conditions set forth in Section II above also apply to all digital advertisements Published on Publisher’s Websites and Apps.

B. INTERACTIVE ADVERTISING BUREAU STANDARD TERMS AND CONDITIONS: Except to the extent modified below, the Interactive Advertising Bureau Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 - Dec 2009 (http://www.iab.net/guidelines/508676/ttx33) (“IAB Terms”) shall also apply to all digital advertisements Published on Publisher’s Websites and Apps. To the extent the IAB Terms directly conflict with or are inconsistent with Sections III(A) or (B) herein, Sections III(A) and III(C) shall govern with respect to digital advertising placed on Publisher’s Websites and Apps. The IAB Terms are hereby modified as follows:

(i) Section (I)(d) of the IAB Terms is hereby modified by changing 24 hours to two (2) business days.

(ii) Section (I)(c) of the IAB Terms is hereby modified by deleting the following in the last sentence: “provided that if Media Company has reviewed and approved such Ads prior to their use on the Site, Media Company will not immediately remove such Ads before making commercially reasonable efforts to acquire mutually acceptable alternative Advertising Materials from Agency.

C. ADDITIONAL DIGITAL ADVERTISING TERMS & CONDITIONS

1. IMPRESSION GUARANTEES: Publisher makes no guarantee or representation as to the quantity and/or display of any activity, impressions, or usage of Publisher’s Websites or Apps or of the advertisement, or as to the use of any particular tracking or information-gathering devices, unless Publisher expressly agrees otherwise in writing. Advertiser and Agency acknowledge and agree that advertisements and ad impressions Published on Publisher’s Websites and/or Apps may be viewed by end users located in and/or outside the United States.

2. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS: In the event of Publisher’s errors in or omissions of any advertisement(s) on its Websites or Apps (including, but not limited to, errors, omissions involved in converting Advertiser’s ads into an App), Publisher’s sole liability shall be limited to a credit of the amount paid attributable to the space of the error (in no event shall such credit exceed the total amount paid to Publisher for the advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher’s attention no later than 5 days after the advertisement is published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ANY ADVERTISING CREATIVE OR PRINTING COSTS, ADMINISTRATIVE COSTS, AND/OR CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE.

3. ADDITIONAL ADVERTISER WARRANTIES; INDEMNITIES: In addition to the warranties set forth in Section II above, Advertiser and its Agency, if there be one, each represent and warrant that: (i) none of the advertisements, ad tags (if any) or any other materials provided to Publisher for display on its Websites or Apps cause the download or activation of any software application, executable code, any virus or malicious or social engineering (e.g., phishing) code or features; (ii) it will not conduct or undertake, or authorize any third party to conduct or undertake, any unlawful or improper actions in connection with or otherwise relating to the Websites or Apps, including, but not limited to, generating automated, fraudulent or otherwise invalid clicks or impressions on Publisher’s Websites or Apps, or collecting data contrary to applicable laws or regulations; (iii) if Publisher’s terms and/or these terms and conditions or Publisher’s Third Party Data Collection Policy (referred to in Section 5 below); and (iii) it will comply with all applicable self regulatory behavioral targeting principles, including,
but not limited to, the Digital Advertising Alliance and Network Advertising Initiative self regulatory behavioral targeting principles. In addition to the indemnification obligations of Advertiser/Agency set forth in Section II above, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives successors and assigns against any and all Losses (as defined in Section II above) that may arise from or relate to: (a) the linkage of any advertisement on Publisher’s Website and/or Apps to other material; or (b) a breach or alleged breach of Advertiser’s warranties set forth in this Section 3.

4. ADDITIONAL DISCLAIMER: In addition to the disclaimers set forth in Section II above, and without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to its Websites and Apps, including, without limitation, warranties and/or guarantees relating to: (a) the availability, uptime and delivery of any impressions or advertisements on any of Publisher’s Websites or Apps; and (b) the quantity, quality or frequency of clicks or click-through rates of advertisements on the Websites and Apps. Advertiser acknowledges that third parties other than Publisher may generate automated, fraudulent or otherwise invalid/improper impressions, conversions, inquiries, clicks or other actions on Advertiser’s advertisements displayed on Publisher’s Websites or Apps. As between Advertiser and Publisher, Advertiser accepts the risk of any such improper actions. Advertiser’s exclusive remedy for such suspected improper actions is for Advertiser to request a refund relating to its impacted advertisements in the form of advertising credits on the applicable Website or App within thirty (30) days from the end of the calendar month in which such advertisement is initially displayed on the applicable Website or App. Any advertising credit refunds in connection with the Advertiser’s aforementioned requests are within the sole discretion of Publisher.

5. MAKEGOODS: All makegoods relating to digital advertising on Publisher’s Websites and Apps shall be determined by Publisher in accordance with Publisher’s makegood policy.