

If you have ordered Identity Bundles® Advertising, you agree to the Digital Ads and Services Terms and Conditions and to the following additional terms and conditions. Capitalized terms used but not defined in these terms and conditions will have the same meaning given in the Marketing Services Agreement.

1. Definitions.

- a. "Identity Bundles Advertising" means any of the bundled advertising packages set forth in the chart below.
- b. A "Lead" is a click on a Digital Ad that is part of the Identity Bundles Advertising or the Optimization Advertising or a click on a basic listing on our Digital Platform.
- c. "Monthly Leads" means the number of Leads projected per month for specific Identity Bundles advertising, as set forth in the chart below.
- d. "Non-Breach Status" means that you are not in breach of the Marketing Services Agreement or these terms and conditions, including without limitation, your payment obligations and your agreement to provide Advertiser Content.
- e. "Optimization Advertising" has the meaning set forth in Paragraph 2 below.
- f. "Remaining Shortfall" has the meaning set forth in Paragraph 2 below.
- g. "Renewal Term" means any subsequent 12-month period for which the Identity Bundles Advertising has been automatically renewed by us.
- h. "Required Content" means (a) the following completed Superpages® content fields: business name, address, city, state, zip code, primary phone number, at least one (1) category, products and services, specialties, areas served, customers served, and business profile with contact email address; and (b) if permitted in your advertising category, at least three (3) Superpages ratings and reviews.
- i. "Shortfall" has the meaning set forth in Paragraph 2 below.
- j. "Term" means the initial term as described in the Marketing Services Agreement.

2. Leads. Identity Bundles Advertising includes a specified number of Monthly Leads. However, in an effort to reach the Monthly Leads, we reserve the right to publish additional advertising for you (at no additional charge to you) (the "Optimization Advertising"). If we request you to provide Advertiser Content appropriate to the kind of Optimization Advertising we select, you agree to provide the Advertiser Content by the deadline we establish. If you fail to do so, we may elect not to publish the Optimization Advertising, and we will have no obligation to provide any portion of the Total Adjustment Amount (defined below). If the total number of Leads during the Term, or during any Renewal Term, is less than the Monthly Leads multiplied by 12 (the difference being referred to as the "Shortfall"), and (i) you have provided us with, and thereafter continued to maintain, the Required Content by the six month anniversary of the Agreement Date; (ii) you are in Non-Breach Status; and (iii) you have provided us with an email address that is working during the entire Term or Renewal Term, as applicable, we will provide you with a billing adjustment equal to \$1.00 multiplied by the Shortfall (the "Total Adjustment Amount"). No portion of the Total Adjustment Amount will be paid in cash.

3. Automatic Renewal. If your Identity Bundles Advertising is automatically renewed for Terms as provided in Section 4 of the Marketing Services Agreement, we will have no obligation to provide you with a Total Adjustment Amount for any Renewal Term unless you maintain the Identity Bundles Advertising for that entire Renewal Term without cancellation.

4. SuperVideo<sup>SM</sup>. If you have ordered Identity Bundles Advertising that includes SuperVideo<sup>SM</sup> production, you also agree to the SuperVideo<sup>SM</sup> Advertising Terms and Conditions.

5. SuperSite®. If you have ordered Identity Bundles Advertising that includes SuperSite advertising, you also agree to the SuperSite® Advertising Terms and Conditions.

5. Identity Bundle Chart

**Superpage® Bundles**

Superpage Profile with Photo  
Monthly Leads options: 25, 50, 75, 100  
County or 6 City Reach Option

*Also includes:*

Hotlink  
Icon  
Extra Line  
Bold Font  
Up to 5 Categories  
Coupon (optional)

**SuperPage/25 Monthly Leads:**

UDAC (SPIBS1C) County Reach  
UDAC (SPIBS) 6 City Reach

**SuperPage Plus/50 Monthly Leads:**

UDAC (SPIBSP1C) County Reach  
UDAC (SPIBSP) 6 City Reach

**SuperPage 75/75 Monthly Leads:**

UDAC (SPIB751C) County Reach  
UDAC (SPIB75) 6 City Reach

**SuperPage 100/100 Monthly Leads:**

UDAC (SPIB001C) County Reach  
UDAC (SPIB00) 6 City Reach

**SuperSite® Bundles**

SuperSite V 2.0 Unlimited  
Monthly Leads options: 25, 50, 75, 100  
County or 6 City Reach Option  
Superpage Profile with Photo

*Also includes:*

Hotlink  
Icon  
Extra Line  
Bold Font  
Up to 5 Categories  
Coupon (optional)

**SuperSite/25 Monthly Leads**

UDAC (SPIBWS1C) County Reach  
UDAC (SPIBWS) 6 City Reach

**SuperSite Plus/ 50 Monthly Leads**

UDAC (SPIBWSP1C) County Reach  
UDAC (SPIBWSP) 6 City Reach

**SuperSite 75/75 Monthly Leads**

UDAC (SPIBW751C) County Reach  
UDAC (SPIBW75) 6 City Reach

**SuperSite 100/100 Monthly Leads**

UDAC (SPIBW001C) County Reach  
UDAC (SPIBW00) 6 City Reach

**SuperVideo® Bundles**

SuperVideo Production  
Monthly Leads options: 25, 50, 75, 100  
County or 6 City Reach Option  
Superpage Profile with Photo

*Also includes:*

Hotlink  
Icon  
Extra Line  
Bold Font  
Up to 5 Categories  
Coupon (optional)

**SuperVideo/25 Monthly Leads**

UDAC (SPIBV1C) County Reach  
UDAC (SPIBV) 6 City Reach

**SuperVideo Plus/50 Monthly Leads**

UDAC (SPIBVP1C) County Reach  
UDAC (SPIBVP) 6 City Reach

**SuperVideo 75/75 Monthly Leads**

UDAC (SPIBV751C) County Reach  
UDAC (SPIBV75) 6 City Reach

**SuperVideo 100/100 Monthly Leads**

UDAC (SPIBV001C) County Reach  
UDAC (SPIBV00) 6 City Reach

**SuperBonus Bundles**

SuperSite<sup>SM</sup> V. 2.0 Unlimited  
SuperVideo<sup>SM</sup> Production  
Monthly Leads options: 25, 50, 75, 100  
County or 6 City Reach Option  
SuperPage Profile with Photo

*Also includes:*

Hotlink  
Icon  
Extra Line  
Bold Font  
Up to 5 Categories  
Coupon (optional)

**SuperBonus/25 Monthly Leads**

UDAC (SPIBWW1C) County Reach  
UDAC (SPIBWW) 6 City Reach

**SuperBonus Plus/50 Monthly Leads**

UDAC (SPIBWVP1C) County Reach  
UDAC (SPIBWVP) 6 City Reach

**SuperBonus 75/75 Monthly Leads**

UDAC (SPIBB751C) County Reach  
UDAC (SPIBB75) 6 City Reach

**SuperBonus 100/100 Monthly Leads**

UDAC (SPIBB001C) County Reach  
UDAC (SPIBB00) 6 City Reach