



Search Engine Marketing Premium and Select Services Terms and Conditions

Rev. April 2017

If you have ordered Search Engine Marketing Premium or Select Services, 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.

“Search Engine Marketing (SEM) Premium or Select Services” or “Services” are optimization and management of existing Pay-Per-Click (PPC) accounts and/or creation, optimization, and management of new PPC campaigns. Services will be provided in accordance with our procedures for the URL you designate. We may provide Services for a temporary website we create for you based on information you provide if the URL you designate is not available at the time we begin to provide Services. We will replace any temporary website with your new website as soon as it is launched.

1. Fees and Payment. You agree to pay your Monthly Fixed Fee Budget identified on the Marketing Services Agreement, a portion of which includes a monthly service fee, for the period we provide the Services. In addition, if you have elected the SEM Premium Select program, you understand a surcharge applies.
2. Monthly Budget Roll-Over/Under. You understand that if your Monthly Budget is not exhausted in a given month during the initial term, remaining budget will allocate to the next initial term month. If your actual monthly spend exceeds your Monthly Budget, the following month’s Monthly Budget will be reduced by the amount equal to the overspend. Should you elect to renew your Services at the end of the initial term, any unspent Monthly Budget will allocate to the first month of your renewal term. **If you fail to renew or you cancel your Services at the end of your initial term, any unspent Monthly Budget will not be refunded or allocate to another month. In addition, the remaining unspent Monthly Budget may not be used as a credit towards other products or services.**
3. Term/Automatic Renewal. Unless otherwise specified in the Marketing Services Agreement, the Term of the Services will be 12 months or such other period as described in the Marketing Services Agreement. The Term will begin on the date we first submit the Consent to a Program Site. Following the expiration of the initial term, we may automatically renew your Services for successive terms.
4. Advertising Placement. You authorize us and designate us as your agent to submit Content (as defined below) to our Digital Platform, on other Program Sites (as defined below) we own, and on third party Program Sites in accordance with your Monthly Budget in response to searches or selections by or characteristics of end users, as determined by us, for paid placement advertising and to bind you to any agreements and terms and conditions required by such search engines and other Internet publishers as a condition to submit the Content. “Program Sites” means our Digital Platform and other digital sites and applications, including search engines, that are delivered to end users through any transport means and that meet our criteria for Services (which may change at any time without notice).
5. Our Rights. We may modify the content of your Digital Ads or your category, category keyword, or other selections to conform to the requirements of, or to utilize the features of, a Program Site. We may modify, expand, or utilize data within, augment content, or add links to, your Digital Ads, website, business profile, or other materials you provide to develop searchable and user value-add data that may appear in response to searches by end users. If you have multiple advertising campaigns (e.g. in different categories), we may select which campaign will appear in response to a business name search or other search where the category is not clearly defined. We may optimize your advertising campaigns by adding relevant categories or keywords and the associated PPC bid rates for those campaigns to your Digital Ads.
6. Pausing Your Account. You may request that we pause your Services at any time during the Term of your Marketing Services Agreement. During the time your account is paused, we will not submit Content to search engines and other Internet publishers and you will not be responsible for any Media Fees. However, if you pause your Services, you will continue to be responsible for a \$500.00 monthly Service Fee during the time your account is paused. You must notify us when to resume advertising placement.
7. Metered Number. Using unique telephone number(s) (the “Metered Number”) acquired by us and inserted in your Services, we will measure the number of incoming calls to the Metered Number(s) and provide you with periodic reports (by making such reports available online or other method in our sole discretion) (the “Performance Tracking Service”). The Metered Number will be disconnected at the end of the term of your Services and may be reassigned if not renewed. You authorize us to act as your agent in acquiring the Metered Number and grant us the exclusive

right to receive all telephone call data arising from the Metered Number. We do not guarantee any specific exchange for the Metered Number. You understand and agree that callers outside your local directory area may incur a toll when calling the Metered Number, and that the Metered Number cannot accept collect calls. You agree that we have copyright ownership of all Metered Number, you cannot assign the Metered Number, and that ownership of the Metered Number cannot be transferred to you at any time.

8. Disclaimers. WE DO NOT WARRANT (I) THE NUMBER OF CALLS, CLICKS, OR IMPRESSIONS TO BE GENERATED BY THE PAY-PER-CLICK ADVERTISING; (II) THAT ANY CALL, CLICK, OR IMPRESSION REPRESENTS A LEGITIMATE INQUIRY OR INDICATES ANY PROBABILITY OF A PURCHASE TRANSACTION; (III) THAT THE PAY-PER-CLICK ADVERTISING WILL APPEAR IN RESPONSE TO A PARTICULAR QUERY; (IV) THE SPECIFIC PLACEMENT OF YOUR PAY-PER-CLICK ADVERTISING RELATIVE TO ADVERTISING OF OTHER BIDDERS OR ADVERTISERS; (V) THAT A BID, OR CHANGE TO OR WITHDRAWAL OF A BID, WILL BE IMPLEMENTED WITHIN A SPECIFIC TIMEFRAME; OR (VI) THE ACCURACY OR CURRENCY OF BIDS OF OTHER BIDDERS. YOU ACKNOWLEDGE THAT BID PRICE IS NOT THE SOLE FACTOR DETERMINING PLACEMENT OF PAY-PER-CLICK ADVERTISING. YOU FURTHER ACKNOWLEDGE THAT THE DISPLAY OF PAY-PER-CLICK PROGRAM INFORMATION, INCLUDING, WITHOUT LIMITATION, YOUR BIDS, BIDS OF OTHER BIDDERS, AND CLICK COUNTS WILL NOT OCCUR IN "REAL TIME" AND WILL BE DELAYED DUE TO SYSTEM CONSTRAINTS, INTERNET LATENCY, AND OTHER POSSIBLE FACTORS. WE WILL HAVE NO LIABILITY IN CONNECTION WITH THE FUNCTIONALITY OR CONTENT OF ANY PROGRAM SITE WE DO NOT OWN.
9. Your Responsibilities. You understand and agree to fully cooperate in the fulfillment of your Services. You agree that we may bill you and you agree to pay for Services rendered even if the full Service is not provided due to your failure to respond, provide required information or content, or your lack of cooperation. If required, you agree to incorporate the Dex Media javascript into your website if your site is owned or operated by a third party other than Dex Media otherwise we may implement a reverse proxy practice. You will not cause or permit the Metered Number to be published or otherwise used in any other advertising medium, including, without limitation, other Internet advertising or in print directories, signs, business cards, flyers, direct mail, newspaper, or radio or vehicle messages. You are not permitted to change your local telephone service provider or any of the local telephone numbers to which the Metered Number are forwarded during the period we are providing the Performance Tracking Service. We are not responsible for any failure of the Performance Tracking Service resulting from your failure to comply with this section.
10. Access and Use of Results. You grant us specific permission to administer, monitor, and access your recorded calls to provide reports to you, verify the call recording service, and for other administrative purposes. You also agree that we may use, disclose, and publish, at our discretion, all call tracking information and results arising from the Metered Number. You may not disclose to any third party the existence or terms of this Agreement or the results arising from the Metered Number.
11. Your Representations and Warranties; License and Grant of Rights.
 - (a) You agree to abide by the terms and conditions and any other guidelines or requirements applicable to the Program Sites to which we submit the Content. Any violation of any such terms and conditions or other guidelines or requirements will be considered a material breach of this Marketing Services Agreement.
 - (b) You represent and warrant that: (i) you have and will continue to have the absolute and unrestricted right to publish and use (including use as searchable text or "keywords") all words, phrases, logos, brands, products, service, affiliations, certifications, and all other content used in your online advertising, including all content added by us to your online advertising, including your temporary website, as part of the Services (together, the "PPC Advertising"), and in the Advertiser Websites (as defined below) (collectively, the "Content"); (ii) the Content does not infringe the intellectual property, proprietary, publicity, privacy or other rights of any third party; (iii) the Content and all products and services referenced therein comply with all applicable laws and regulations and have not otherwise resulted in or are not likely to result in any consumer fraud, product liability, tort, breach of contract, injury, damage or harm of any kind to any person or entity; (iv) you are fully authorized to publish the Content; (v) the Content is and will remain accurate and is not misleading, defamatory, libelous, slanderous or threatening and does not advertise illegal activity or constitute illegal or fraudulent business practices in jurisdictions where it is displayed; (vi) you possess documentation substantiating all claims, express and implied, made in the Content; (vii) the Advertiser Websites will at all times be operated by you or on your behalf, use secure technology to protect the data of users accessing such website(s) from a link in the PPC Advertising, and not implement or use technology that prevents users from using the browser "Back" button; (viii) the Advertiser Websites will look substantially the same to all users unless the Content of the Advertiser Website is relevant to the user's selected keywords or other search criteria; and (ix) the Advertiser Websites will be free of viruses, Trojan horses, trap doors, back doors, Easter eggs, worms, time bombs, cancelbots or other computer programming routines that may potentially damage, interfere with, intercept, or expropriate any system data or personal information. Any breach of the warranties made in this Section will be considered a material breach of this Marketing Services

Agreement. All advertising copy and other information submitted or selected by you in connection with the PPC Advertising will be included within the term "Advertiser Content" for the purposes of the rights, licenses and authority granted by you in the Marketing Services Agreement. "Advertiser Websites" means all websites to which the PPC Advertising links.

(c) You acknowledge and agree that the Program Sites to which we or you submit the Content will have the non-exclusive, royalty-free, worldwide right and license to reproduce, publicly perform, display, distribute, reformat, resize, edit, cache, index, and transmit the Content and develop and operate links on the Program Sites solely for the purpose of providing services to you and that such Program Sites may distribute the Content throughout their networks of participating websites and other distribution outlets.

12. No Guarantees. Advertiser acknowledges and agrees that we make no specific guarantee or warranty regarding the Program Sites to which we submit the PPC Advertising, including without limitation placement of the PPC Advertising or of any specific results. Without limiting the generality of the foregoing, we do not warrant the number of calls, clicks, or impressions on your website or the PPC Advertising or that your PPC Advertising will appear in response to a particular query. We do not warrant that the performance of the Services will be error free.
13. Limitation of Liability. **THE MAXIMUM AGGREGATE LIABILITY THAT WE MAY HAVE TO YOU WITH RESPECT TO THE PROVISION OF THE SERVICES WILL BE LIMITED TO THE TOTAL AMOUNT OF MANAGEMENT FEE PAYMENTS YOU MAKE. We will have no liability in connection with the functionality or content of any Program Site not owned by us. This limitation of liability applies in addition to the limitation of liability contained in Section 9 of the Marketing Services Agreement.**
14. Our Remedies. If you breach these terms and conditions or the Marketing Services Agreement, including payment obligations, in addition to all other remedies available to us under the Marketing Services Agreement, we may terminate the Metered Number and/or require you to reimburse us for all Metered Number charges for the Metered Number and our other expenses associated with providing the Metered Number Service. Such rights shall be in addition to all rights and remedies available to us under law or equity.