

## Digital Advertising

### Website

#### Leaderboard (728x90)

Highly visible units at top and bottom of page ..... \$3,300/month

#### Half-Page Rectangle (300x600)

Appears on right side of page ..... \$3,300/month

#### Right/Left In-Edit Rectangle (300x250)

Appears on left and right side of page ..... \$3,300/month

#### Welcome Ad (640x480)

Appears upon entering site, large messaging area ..... \$6,600/week

#### Floor Ad (1200x90)

Pop-up appears at the bottom of the page ..... \$4,500/week

#### Sponsored Content

Category or native article/blog ..... \$1,500/month

#### In-Article Video

Videos appear inside article content ..... \$1,500/week

### Newsletter

#### E-Mail Newsletter

Weekly delivery to 9,000+ opt-in subscribers

Leaderboard (580x80) ..... \$1,320/week

Rectangle (two available each delivery) (180x150) ..... \$900/ea.

### Online Lead Generation

#### Webinars

90-day program ..... Call for pricing

#### Whitepaper or Case Study

90-day program; lead guarantee dependent on topic ..... \$5,000

#### Thematic Digital Issue

Topic varies annually; 90-day program ..... Call for pricing

#### International Digital Issue

90-day program ..... Call for pricing

#### Audience Extension

Take retargeting campaigns to the next level with audience extension. Use ISS first-party data to target self-storage facility owners across the Web on trusted brand-safe sites ..... \$55/CPM per 30-day program

## Informa Markets Digital Product Agreement Terms & Conditions

### I. DEFINITIONS

- a. Digital Products include but are not limited to Online Advertisements, Informa Markets Custom Content, Whitepapers, Case Studies, E-Newsletter Sponsorships, Webinars, Slide Shows, Digital Issues, Pulse Issues, Videos.
- b. Advertisement means the material agreed between Informa Markets and the Advertiser or Agency to be placed in a Digital Product.
- c. Materials include but are not limited to, copy, artwork, negatives, disks, photographs, videos, and ad approvals.

### II. INTELLECTUAL PROPERTY

- a. The Advertiser and/or Agency acknowledges that Informa Markets is the owner of the copyright in all advertisements (including artwork) prepared by the employees, contractors and /or agents of Informa Markets on behalf of the Advertiser and /or Agency and neither the Advertiser nor any other party is entitled to publish, reproduce or otherwise enjoy the rights in such advertisements or artwork without the prior written permission of Informa Markets.
- b. All Digital Products are subject to Informa Markets's sole and absolute final approval.
- c. The Advertiser and/or Agency unconditionally warrants to Informa Markets that any material it provides to Informa Markets in relation to any Advertisement will not infringe the intellectual property rights of any third party when published. The Advertiser continually indemnifies Informa Markets against any claim, loss, damages, costs or expenses incurred directly or indirectly by Informa Markets as a direct or indirect result of the Advertiser's and or Agency's breach of this warranty.

### III. INVENTORY AVAILABILITY

- a. Advertising posted on web sites may be consecutively and positionally rotated with other ads.

### IV. PAYMENT AND PAYMENT LIABILITY

- a. Full payment must be received by Informa Markets, along with an executed copy of this Agreement, prior to Informa Markets publishing the Informa Markets Digital Product. If a credit card is used for payment, Advertiser and/or Agency agrees that Informa Markets may charge the net amount to the credit card provided. An agency commission of fifteen percent (15%) is given to Publisher-recognized agencies if payment is made within the Publisher's payment terms. All outstanding account balances shall be subject to a one and one-half percent (1 1/2%) monthly finance charge and all invoices past terms shall be subject to a twenty percent (20%) late fee.
- b. Agency hereby represents and warrants: (a) that it has full power and authority to enter into this Agreement on behalf of Advertiser; (b) that Advertiser has been made aware of and has agreed to its joint and several liability hereunder; and (c) that nothing in this Agreement shall be construed to establish a principal-agent relationship between Informa Markets and Agency. Amounts due under this agreement not received within Informa Markets's payment terms may be rebilled directly to the Advertiser, who will be held responsible for payment.

### V. CANCELLATION AND TERMINATION

- a. This Agreement may not be canceled or terminated by the Advertiser and/or Agency for any reason. The net amount is non-refundable.

### VI. MATERIALS

- a. If agreed, Informa Markets will design the advertisement and/or Informa Markets Digital Product and will provide Advertiser and/or Agency with a draft or sample of the advertisement and/or Informa Markets Digital Product before the advertisement and/or Informa Markets Digital Product is published. Advertiser's and/or Agency's digital signature and/or email approval on the draft or sample of the advertisement and/or Informa Markets Digital Product supplied by Informa Markets constitutes Advertiser's and/or Agency's acceptance of the advertisement and/or Informa Markets Digital Product and suitability for publication. Informa Markets will then publish the advertisement and/or Informa Markets Digital Product.
- b. If materials (including but not limited to copy, artwork, negatives, disks and ad approval) are not received by Informa Markets prior to the due date, Informa Markets is hereby authorized to substitute available materials or previously run materials in its place or delete the space and charge the Advertiser for the full Cost for the space booked. Informa Markets reserves the right to refuse materials which may be defamatory, which may subject Informa Markets to civil liability or criminal prosecution, or which are not otherwise in compliance with Informa Markets's standards, even if previously published by Informa Markets. Advertiser and/or Agency assumes sole responsibility for the content of all materials provided to Informa Markets and shall indemnify and hold Informa Markets harmless for any and all claims arising against Informa Markets including but not limited to, claims for defamation, invasion of privacy and trademark and copyright infringement.
- c. Any and all materials created by Informa Markets shall be the sole and exclusive property of Informa Markets. Any and all materials supplied to Informa Markets shall remain in Informa Markets's possession until such time as the terms of this Agreement are paid in full.

### VII. LIMITATION OF LIABILITY

- a. Advertising. Advertiser and/or Agency agrees that the publishing of Informa Markets Digital Product(s) is entirely at Advertiser's and/ or Agency's own risk.
- b. Digital Product(s). Advertiser and/or Agency agrees that the content of the Informa Markets Digital Product(s) on the website is entirely at Informa Markets's sole discretion and shall be the property of Informa Markets. Informa Markets's services are provided "AS IS", without warranty of any kind, either expressed or implied, including without limitation: (1) any warranties concerning publication of the Informa Markets Digital Product(s) on the website, and publication of advertisements within the Informa Markets Digital Product(s); and (2) any warranties of merchantability of fitness for a particular purpose. This disclaimer of liability applies to any damages or injuries to Advertiser caused by any failure of performance, error, omission, interruption, deletion, defect, delay in operation or transmission, access to hyper-link from advertisement, computer virus, communication line failure, theft or destruction or unauthorized access to, alteration to, or use of record, whether for breach of contract, tortuous behavior, negligence, or under any other cause of action. Neither Informa Markets nor

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any of its agents, affiliates or internet providers shall be liable for any direct, indirect, incidental, special or consequential damages arising out of the publication of the Informa Markets Digital Product(s) on the website, and publication of advertisements within the Informa Markets Digital Product(s) or any third parties' inability to gain access to the website or out of any breach of any warranty. Advertiser and/or Agency hereby acknowledges that the provisions of this section shall be applied to all of Informa Markets's services provided to Advertiser and/or Agency pursuant to this Informa Markets Digital Product Agreement.

- c. The Advertiser and/or Agency shall indemnify and keep indemnifying Informa Markets from and against all claims, loss, damage and expenses whatsoever, incurred directly or indirectly by reason of any breach of the Agreement, negligence, tortious act or other wrongdoing by the Advertiser. Without limiting the foregoing, the Advertiser and/or Agency shall indemnify Informa Markets from and against all claims, loss, damage and expenses incurred in connection with any Advertisement that contains or refers to any material that is defamatory, a slander of title, breach of copyright, amounts to unfair competition, a violation of rights of privacy, is or is likely to be misleading or deceptive or in violation of any applicable law, regulation, statute or guideline.

#### VIII. NO WARRANTY AS TO DIGITAL PRODUCT RESPONSE

- a. Informa Markets makes no representation or warranty, express or implied, as to the efficacy or suitability of any Digital Product published/posted by or on behalf of the Advertiser, nor to the effectiveness, or outcome of, or response to such Digital Product, and the Advertiser's liability to pay the fee to Informa Markets in full and without deduction shall not be dependent in any way upon such efficacy, outcome of or response to the Digital Product.

#### IX. LEAD GENERATION

- a. Advertiser and/or Agency warrants and represents to Informa Markets that all the information contained in the leads shall remain confidential, and shall not be disclosed to any third party and/or made available for use by any third party through any means including but not limited to sale, rental or transfer. In the event of a breach or threatened breach of this confidentiality provision by Advertiser and/or Agency, Informa Markets shall be entitled to injunctions, both preliminary and final, without bond or security, enjoining such breach or threatened breach, and such remedies shall be in addition to all other remedies available to Informa Markets, including, but not limited to, a claim for damages. No leads will be delivered until Informa Markets receives payment in full.

#### X. MISCELLANEOUS

- a. Entire Agreement. This Agreement shall contain the entire agreement between or among the Advertiser, Agency (if applicable) and Publisher, and supersedes all previous agreements (oral or written) entered into between or among the parties, and any prior statements, agreements or representations between or among the parties are merged herein. All amendments or changes to this Agreement shall not be binding on Publisher unless agreed to by Publisher in writing, including, without limitation, sequential liability statements from Agencies.
- b. Governing Law and Jurisdiction. This Agreement has been delivered to Publisher and accepted by Publisher in the State of Arizona. Every dispute concerning the interpretation, effect or breach of this Agreement shall be resolved in the courts of Maricopa County, State of Arizona. To the maximum extent permitted by law, each party agrees to personal jurisdiction and venue of such courts. This Agreement shall be governed by and construed in accordance with the laws of the State of Arizona. If Publisher is forced to take legal action to enforce or interpret the provisions of this Agreement, all costs of collection, including but not limited to, collection fees, attorneys' fees, travel expenses, court costs and any anticipated post-judgment collection fees, shall be the sole responsibility of Advertiser and/or Agency.
- c. Assignment. Informa Markets may assign any of its rights or obligations under the Agreement to any third party at any time without notice to the Advertiser. The Advertiser may not assign any of its obligations under the Agreement without the prior written consent of Informa Markets. The Advertiser must notify Informa Markets in writing within 7 days of any change of ownership of the Advertiser and fully indemnifies Informa Markets against any loss or damage suffered by Informa Markets as a result of the Advertiser's failure to notify Informa Markets of such change.
- d. Force Majeure. If for any reason beyond the control of Informa Markets (including without limitation as a result of fire, flood, blackout, industrial action, theft, sabotage or equipment breakdown) Informa Markets cannot complete its obligations under the Agreement, Informa Markets shall be entitled to delay performance of the Agreement or terminate the Agreement at its absolute discretion and the Advertiser shall not make any claim for loss or damages in respect of such delay or termination.
- e. Waiver. Waiver by either party of any default, breach or condition precedent will not be construed as waiver of any other default, breach or condition precedent or right under this Agreement.
- f. No Amendment. The Agreement shall not be amended except by a document in writing signed by the parties.
- g. Severability. If any provision of the Agreement is held invalid or unenforceable, its invalidity or enforceability will not affect any other provisions of this Agreement, and this Agreement will be construed and enforced as if such provision had not been included.
- h. Authority to Bind. The person(s) signing on behalf of the parties to this Agreement warrant that they have the legal authority to execute the Agreement.