Identity Bundles℠ Terms and Conditions

Rev. Jan / 2010

If you have ordered Identity Bundles℠ Advertising, you agree to the Electronic Ads and Electronic Services Terms and Conditions and to the following additional terms and conditions:

1. Definitions.

   a. "Identity Bundles Advertising" means any of the ten bundled advertising packages set forth in the chart below.
   b. A "Lead" is a click on an Electronic Ad.
   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 Advertising 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. "Required Content" means (a) the following completed Superpage℠ 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) at least three (3) Superpage℠ ratings and reviews.
   h. "Shortfall" has the meaning set forth in Paragraph 2 below.
   i. "Term" means the initial term as described in the Advertising 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 generated by the Identity Bundles advertising and the Optimization Advertising (if applicable) during the 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, we will provide you with a billing adjustment equal to $1.00 multiplied by the Shortfall (the "Total Adjustment Amount") or, at your option, free advertising in our products in an amount equal to the Total Adjustment Amount. No portion of the Total Adjustment Amount will be paid in cash.

3. SuperLeads℠. If you have ordered Identity Bundles Advertising that includes SuperLeads℠, you also agree to the SuperLeads℠-Internet Advertising Terms and Conditions. Your Monthly Budget for SuperLeads advertising will be the amount shown in the chart below for the Identity Bundles Advertising you have ordered.

4. Identity Bundle Chart

Superpage® Bundle

The Superpage Profile with Photo
Monthly Leads: 25
Tier 5 Silver Placement
County or 4 City Reach Option
Rating/Review Cards

Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBB) County Reach
UDAC (SPBB4) 4 City Reach

SuperSite℠ Bundle

SuperSite V 2.0 Unlimited
Monthly Leads: 40
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards
The Superpage Profile with Photo
Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBWS) County Reach
UDAC (SPBWSV24) 4 City Reach

SuperVideo℠ Bundle

SuperVideo Production
Monthly Leads: 50
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards
The Superpage Profile with Photo
Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBV) County Reach
UDAC (SPBV4) 4 City Reach

Superpage® Plus Bundle

The Superpage Profile with Photo
Monthly Leads: 40
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards

Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBBP) County Reach
UDAC (SPBBP4) 4 City Reach

SuperSiteVideo℠ Bundle

SuperSite V 2.0 Unlimited
SuperVideo Production
Monthly Leads: 60
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards
The Superpage Profile with Photo
Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBSM) County Reach
UDAC (SPBSM4) 4 City Reach

SuperLeads Identity Bundle with Superpage®

The Superpage Profile with Photo
Monthly Leads: 25
Tier 5 Silver Placement
County or 4 City Reach Option
Rating/Review Cards
SuperLeads ("SL")

Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBBSL)- $250 SL Budget
UDAC (SPBBSL2)-$350 SL Budget

SuperLeads Identity Bundle with Superpage® Plus

The Superpage Profile with Photo
Monthly Leads: 40
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards

Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBBPSL)- $250 SL Budget
UDAC (SPBBPSL2)-$350 SL Budget

SuperLeads Identity Bundle with SuperSite℠

SuperSite V 2.0 Unlimited
Monthly Leads: 40
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards
The Superpage Profile with Photo
Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBWSL)- $250 SL Budget
UDAC (SPBWSL2)-$350 SL Budget

SuperLeads Identity Bundle with SuperVideo℠

SuperVideo Production
Monthly Leads: 50
Tier 3 Platinum Placement
County or 4 City Reach Option
Rating/Review Cards
The Superpage Profile with Photo
Also includes:
Hotlink
Icon
Extra Line
Bold Font
Up to 5 Categories
Coupon (optional)
UDAC (SPBVSL)- $250 SL Budget
UDAC (SPBVSL2)-$350 SL Budget