Identity Bundles℠ Terms and Conditions

Rev. Nov / 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 bundled advertising packages set forth in the chart below.
   b. A "Lead" is a click on an Electronic Ad that is part of the Identity Bundles Advertising or the Optimization Advertising or a click on a basic listing on our Electronic 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 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. "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 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) if permitted in your advertising category, at least three (3) Superpage℠ ratings and reviews.
   i. "Shortfall" has the meaning set forth in Paragraph 2 below.
   j. "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 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 successive one-month terms as provided in Section 4 of the Advertising 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℠. If you have ordered Identity Bundles Advertising that includes SuperVideo℠ production, you also agree to the SuperVideo℠ 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[SM] 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[SM] V. 2.0 Unlimited
SuperVIdeo[SM] 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 (SPIBWV1C) County Reach
UDAC (SPIBWV) 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