

Followers
Terms and Conditions

1. Services. The Customer’s goal is to obtain Followers (as defined below) after the Launch Date. As used herein, “Launch Date” shall mean the day LinkedIn begins the campaign to generate Followers of Customer’s LinkedIn Company Page. For purposes of this Agreement, a “Follower” means an individual who clicks on any “follow this company” ad size, creative variation or format, paid link or other paid “follow company” type of mechanism originated by LinkedIn during the course of this campaign at LinkedIn’s discretion. Because the Followers campaign is a site served product based upon a cost per click structure, neither Customer nor Customer’s third party may use impression pixels or any other type of measurement methodology.

2. Compensation

2.1 Fees. Subject to the terms and conditions set forth herein, Customer will pay LinkedIn a fee as determined in the attached insertion order for each click on a cost per follower (or “CPF”) basis. The CPF will be pre-determined on a rate card which fluctuates based on the targeted audience. LinkedIn will track Followers by measuring clicks. Our measurements are the definitive measurements.

2.2 Budget. Customer will provide LinkedIn with a budget for the campaign. (e.g. Customer may have a budget of \$100,000 so if the CPF was \$10, the campaign would be looking for up to 10,000 Followers.)

3. Term and Termination. The terms and conditions set forth herein shall remain in effect for the term of any insertion order referencing Follower terms. Notwithstanding the foregoing, LinkedIn may terminate providing the Followers services immediately with or without cause at any time after the Launch Date, effective immediately upon written notice to Customer.

4. Other. LinkedIn will operate the campaign at its sole discretion, including but not limited to, changing or optimizing delivery via ad sizes, creative variations or formats, paid links or other paid “follow company” type of mechanism originated by LinkedIn. For clarification, in the event of under-delivery of click or Follower numbers, LinkedIn will only charge for Followers delivered under this campaign and no make goods or refunds will be given for the undelivered portion. LinkedIn does not guarantee the demographic of Followers – while the campaign will be targeted, the results may not be. These Followers Terms and Conditions cancel and supersede any and all prior proposals (oral or written), understandings, representations, conditions, warranties, covenants and other communications between the parties, which relate to the subject matter hereunder. Any conflict in the Insertion Order and the terms set forth hereunder, the terms set forth hereunder will prevail. For example, regardless of the cost type listed on an IO or agreement between the parties, LinkedIn will always bill the Follower product on a cost per follower (click) basis).

CUSTOMER	LINKEDIN
Signature:	Signature:
Name:	Name:
Title:	Title:
Date Signed:	Date Signed: