

Sponsored Products Program Terms

1. Your participation in the Sponsored Products Program (the “**Program**”) is subject to the IAB/AAA Standard Terms and Conditions for Internet Advertising for Media Buys 1 year or less version 2.0 or 3.0 (“IAB Terms”), or an advertising agreement executed between the parties and LinkedIn’s Privacy Policy (<http://www.linkedin.com/legal/privacy-policy>). Any conflict in the Insertion Order, the IAB Terms, or an advertising agreement executed between the parties and the Sponsored Product Program Terms, the Sponsored Products Program Terms will prevail. LinkedIn may, in its sole discretion, modify its Sponsored Products Program at any time without liability. Your use of the Program after notice of any changes means that You accept the changes.

2. a) Sponsored Update

Program. The Sponsored Update Program is an auction-based program and the campaign can be managed by You under the Self Service model or by LinkedIn under the Assisted Service model. Additional information can be found at http://lnkd.in/pdf-SU_Details.

Bid. You can choose to pay when your Sponsored Update is shown (CPM) or only when people click (CPC) in the auction. The auction is a generalized second price auction and You only have to pay just enough to beat the second highest bidder. For example, if the winning advertiser has a bid of ten (\$10) dollars CPC, but the next highest bid is seven (\$7) dollars. This means the winning advertiser only pays \$7.01. The second price method allows each advertiser will bid the absolute maximum they are willing to pay for the product. LinkedIn will charge enough to enable the highest price to be paid to win the auction.

Modifications. LinkedIn may modify its Sponsored Update Program at any time without liability. Customer’s use of the Program after notice of any changes means customer accepts the changes.

- b) Sponsored InMail

The Sponsored InMail Program is an auction-based program and LinkedIn will set-up and manage the campaigns.

Bid. The auction is a generalized second price auction and You only have to pay just enough to beat the second highest bidder. For example, if the winning advertiser has a bid of three (\$3) dollars cost per send, but the next highest bid is two (\$2) dollars. This means the winning advertiser only pays \$2.01. The second price method allows each advertiser will bid the absolute maximum they are willing to pay for the product. LinkedIn will charge enough to enable the highest price to be paid to win the auction.

3. LinkedIn’s measurements are the definitive measurements for calculating fees, whether you pay by impressions, clicks or sends. You are responsible for paying all taxes and government charges that LinkedIn must levy on the fees for advertising. Payments are non-refundable.
4. LinkedIn does not guarantee the results or distribution of any advertisement in any manner. LinkedIn does not guarantee You any number of sends, impressions, opens or clicks. LinkedIn does not screen or attempt to verify the accuracy of any information on the LinkedIn.com site or in the member profiles, and, as such, does not guarantee the identity or personal information of the individuals who will view the advertisements You purchase.
5. LinkedIn makes no guarantees for the performance of Sponsored Products and will use its discretion to determine whether an individual Sponsored Product is promoted and the total number of Sponsored Products that are promoted.

6. No third party pixel tracking is allowed under the Program.
7. You acknowledge that LinkedIn and its affiliates may participate in ad placing auctions to promote its own services or otherwise communicate to its users.
8. The Program is subject to cancellation at any time without notice and for any and no reason.

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