

WORKCHEETAH K-VOICE™ ADVERTISING TERMS AND CONDITIONS

Seeking placement of an ad on our network constitutes acceptance of the following terms and conditions. Please review them carefully and contact us at advertiseon@workcheetah.com with any queries.

1. Ad Placement Process.

- a. **Initial request email.** To request placement of an ad with K-Voice™, please send an email with the following items to advertiseon@workcheetah.com :
 - Your name, mailing address, and phone number
 - The URL you wish to promote
 - Your preferred time slots
 - Your desired target audience
 - A 30-word ad description (URLs count as two words). Please note that ad content may not include or reference 1) pornographic, sexual, or otherwise inappropriate material, 2) redirecting URLs, or 3) anything illegal. Ad acceptance is in the sole discretion of K-Voice™.
- b. **24-hour review period.** After receipt of your initial request email, we will review your request. This will take a minimum of 24 hours. We will then consult with you in order to reach a final ad approved by both parties.
- c. **Revisions.** If you decide to edit your own ad prior to final approval, it will be treated as a new submission. If, instead, you request that WorkCheetah revise your ad, a \$50 fee will be incurred, and turnaround time will be approximately 24 hours. For each round of revisions you request thereafter, you will incur an additional \$50 fee and an additional 24-hour turnaround period so that we can ensure the quality of our work.
- d. **Time slot selection.** After we have both approved a final ad, you will need to select a time slot. We will provide you with a list of available time slots to choose from. Please note that advertising on K-Voice™ is limited, and distributed on a “first come, first served” basis.
- e. **Invoice confirmation.** Once you have selected your time slots, we will send an invoice confirming your selection.
- f. **Payment.** Only after payment (as set forth in the invoice) is made are your reservations guaranteed. **Due to the costs associated with reaching a final ad and holding a time slot reservation, reservations and ads cannot be altered, revised, edited, or canceled after this point, and we do not offer credits or refunds for such payments under any circumstances.**

2. **Territory covered.** Currently, K-Voice™ Advertising is only available in the United States.
3. **WorkCheetah creative.** Upon request, WorkCheetah can create an ad for you, if you would prefer not to create one yourself. The process is as follows:

- a. **Initial request email.** In order to request the creation of an ad, please email the following information to advertiseon@workcheetah.com :

- Your name, mailing address, and phone number
- The URL you wish to promote
- Your preferred time slots
- Your desired target audience
- A detailed description of the website, product, service, or event you wish to promote
- Please use the subject line CREATE MY MESSAGE

- b. **Creation of ads.** After we receive your request, we will send three messages for you to choose from within approximately 24 hours. The up-front fee for this is \$50. In addition, a \$50 revision fee is charged for any revisions requested, and each revision will be provided approximately 24 hours after request. Up-front and revision fees are nonrefundable.

- c. **Process after ad approval.** Please refer to Subsections 1c-e of this document for the remaining process items after this point.

4. **Rates- All times are Eastern Standard Time.**

- a. Targets: Job seekers, prospective students, people looking for extra income, and “employees looking for a change:”

- **\$250:** 6:00–10:00 a.m.
- **\$500:** 10:00 a.m. – 1:00 p.m.
- **\$325:** 1:00–4:00 p.m.
- **\$325:** 4:00–8:00 p.m.
- **\$275:** 8:00 p.m. – 6:00 a.m.
- **\$1,325:** 6:00 a.m. – 6:00 a.m. (full day)

- b. Targets: Businesses, HR managers, decision makers, small business owners, entrepreneurs

- **\$325:** 6:00–10:00 a.m.
- **\$700:** 10:00 a.m. – 1:00 p.m. (highest traffic)
- **\$500:** 1:00–4:00 p.m.
- **\$500:** 4:00–8:00 p.m.
- **\$325:** 8:00 p.m. – 6:00 a.m.
- **\$2,050:** 6:00 a.m. – 6:00 a.m. (full day)

5. **Liability of Results Disclaimer.** While WorkCheetah agrees to display your approved message at the selected time(s) to your chosen target market, we cannot guarantee any particular results (e.g. increased traffic to your chosen URL), and cannot be held responsible for production of any particular benefits in connection with advertising on our platform.

6. **Full population targeting.** If the services described herein are not suitable for your needs (e.g. you want to set up multiple-day renting, or targeting of the entire WorkCheetah population), please contact advertiseon@workcheetah.com for custom quotes and packages.