

ADVERTISING POLICY

Advertising will be accepted, subject to editorial approval, for product of Ringroad network Services and other services used by its affiliates.

Advertisers, by submitting advertising copy for publications, certify that it is in accord with applicable government regulations. Also Advertisement new to Ringroad network Services portals require re- approval. Ring road network services has the rights to refuse any advertisement that is inappropriate or incompatible with our mission, including the right to stop accepting any advertisement previously accepted on our website (www.ringroadnetwork.com)

The following restrictions apply to advertisements on www.ringroadnetwork.com

1. Advertisements that tend to limit the effectiveness of Ringroad Network Services programs, or that promote concepts or practices that are contrary to an official policy of Ringroad Network Services, will not be accepted.
2. Alcoholic beverages and tobacco products are not eligible to be advertised on the ringroadnetwork servers except with the exclusive consent of the Ringroad Network Services.
3. Advertisements will not be accepted if they,
 - a. Violate the principles of Ringroad network Services Objectives.
 - b. Are, in opinion of Ringroad Network services, inappropriate, indecent, offensive, or reflect poor taste in text or illustrations;
 - c. Contain attacks of a personal, race, or religious character, or are libelous or otherwise contrary to law or
 - d. Contain claims found by any court or federal or state agency to be invalid or in violation of law.
4. Sweeping superlatives, extravagant worded copy, unfair comparisons, or the blatant and unwarranted disparagement of a competitor's product or service will not be tolerated nor allowed.
5. Advertisements that suggest a profit or personal benefit accruing to Ringroad Network service by the sale of advertised unauthorized products will not be permitted.
6. Advertisements that could be interpreted as misleading will not be accepted. Layout, artwork, and format should be such as to avoid confusion with editorial content.

7. Ringroad Network services reserves the right to place the word advertisement over advertising matter that stimulates editorial content and is not clearly identified as advertising.
8. Ringroad Network services reserves the right to exclude advertising from selected pages of its web sites. Such pages include but are not limited to educational pages.

The following advertisement formats are prohibited,

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identified information from visitors to Ringroad network Services websites without their knowledge or permission.
- Ads that expands across or down the page without the visitors having clicked or rolled over the ad.
- Ads that sends visitors to another sites without the visitors having clicked the ad

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1. ADVERTISEMENTS new to Ringroadnetwork.com requires Ringroad Network Services approval before they can appear on the sites; such will extend to any landing pages the advertisement links to. The company sponsoring the web site of any page must be clearly identified on that page.
2. Advertisements, advertising icons and advertisers logos must be clearly distinguishable from editorial content. In addition, www. Ringroadnetwork.com web pages are designed to label all advertisement with the word "advertisement"
3. Ringroad Network Services (RNS) allows some targeted placement of advertising, but the ad content cannot be related to adjacent editorial content of similar nature. Otherwise, advertisements are placed at random and do not appear adjacent to relevant editorial content except by chance.
4. Advertisement may not indicate or imply endorsement by RNS or its affiliates, unless approved in writing by RNS.
5. Reader interest targeted advertising, in which advertisements relevant to the readers supposed interest appears on subsequently viewed pages, is allowed only when (1) it does not collect the information on

personal identity and (2) the reader has a convenient option to discontinue such targeting.

6. Neither advertisers nor their agents may collect any personal information from any user viewing the RNS website except with the users knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
7. The full rules for any market research or promotions associated with an advertisement must be displayed in the ad or available via a prominent link.

This Advertising policy is governed by the Nigerian Code of Advertising Practice Sales. Promotion and other rights and restrictions on practice provide that all advertisements and marketing communications directed at the Nigerian market using the internet or other electronic media must comply with certain requirements.

For information about advertising in Ringroad Network Services (RNS), contact us at www.ringroadnetworkservices.com