



Advertising Offering Terms & Publisher Requirements

Programmatic Monetization

- Offering
 - Guaranteed eCPM
 - 100% fill solution
 - Option to switch from guaranteed eCPM to 70 / 30 revenue share in your favor
- Requirements
 - Publisher will provide exclusive rights to monetize unsold inventory in the case of guaranteed eCPM
 - In order for this to be a fully managed service, Frankly will need access to your ad server so we may insure we are optimizing at all times in order to bring you the highest yield.

Premium Direct National Sales Representation

- Offering
 - 70 / 30 revenue share in your favor
 - Opportunity to be included in large scale network buys
 - Frankly will manage the entire campaign lifecycle from RFP to campaign wrap up reporting
- Requirements
 - Publisher will provide exclusive rights to represent sites for national direct sales
 - Publisher will sign a comScore assignment so they may be listed in the Frankly ad network
 - Frankly will need access to your ad server so that we may pull forecasting reports as well as traffic campaigns as quickly as possible to meet agency and advertiser requirements

Ad Management

- Offering
 - Set Up Fee - \$1,000
 - Display - \$.06 CPM
 - Video - \$.50 CPM

Reporting and Payments

- Detailed reporting will be provided monthly
- Payments will be made quarterly