

Product-Specific Terms

Marketing Services:

Milestones; Revisions: Company will provide milestones, timelines, and requirements as applicable to the Program. Client may request up to three (3) revisions to the Deliverables, unless otherwise agreed to by the parties in writing, provided that all revisions shall be within the scope of the Deliverables described in Section 2 herein. Company reserves the right to invoice Client for any revisions not accepted by Company or any out-of-scope Deliverables at a rate of two hundred dollars (\$200USD) per hour. For purposes of this Agreement, "out-of-scope" means any Deliverables performed by Company that are not expressly stated in the descriptions set forth in Section 2 herein or otherwise not approved by Company. In the event Client misses or exceeds deadlines, all deadlines for Company's performance shall be extended by a period of time equal to the length of delay.

Content

Custom Blogs

Content Type	Custom content includes interviews with client supplied SMEs and a maximum of two client review cycles. 100% custom content. Includes image selection.
Design/Layout	Text and image only; no additional charts or graphics
Document Format	Manuscript/text format only.
Program Assumptions	<u>Artwork:</u> Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee.
Notes	Hosting & promotion not included; must be purchased separately

Whitepaper

Content Type	Newly commissioned, 100% custom content, based on content inputs supplied by Client to Company
Design	Fully designed template/laid out document. White paper layout is based on a Company editorial co-branded theme. Client can customize colors and logo(s) only. Any additional customizations will incur an additional fee.
Artwork	Stock art/images sourced by Company or Client-supplied
Document Format	PDF
Assumptions	• Design and Layout: Templated PDF formatted assets include basic layout and design. • Artwork: Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) for 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee and time. • Custom Artwork: Custom illustrations or original commissioned photography is not included but can be added for a supplemental fee and time. • Digital Document Format: Standard format is in Adobe PDF.

Copywriting

Design	Text only without charts nor images
Document Format	Text format only
Assumptions	Deliverable includes maximum of two (2) rounds of Client input and approvals.

Speakers Bureau

Travel & Expenses	Not included. Client will be billed for travel and expenses, at cost, within thirty (30) days of completion of the speaking opportunity
------------------------------	---

Native

BrandHub Setup, Hosting & Promotions

Service Description	The BrandHub is designed for Client storytelling—nurturing a target audience from brand awareness to demand generation—integrated with the third-party credibility of a Company premium brand. The templated design on the BrandHub microsite allows for a co-branded look & feel, while maintaining streamlined web development. This native experience includes varied content assets within two (2) thematic Collections. Each Collection tells a story with five (5) pieces of custom content and up to five (5) Client-supplied assets. Diverse promotional tactics drive traffic and remarket to readers who have previously visited the BrandHub. Account unmasking provides insights on account consumption of BrandHub content. Surrounding this journey, the hero assets will generate guaranteed leads via content syndication.
Assets	(10) content assets developed by Company and up to (10) Client-supplied assets, within (2) SEO-focused collections. Client can supply 50% of BrandHub content, but only 20% of supplied content can be gated, 80% will need to be ungated.
Timeframe	6 months hosting unless otherwise noted in IO. Development of the site and content is projected to require 10-12 weeks before going live.
BrandHub Tactics	Brandhub tactics will include newsletters, browser alerts, X/Facebook/LinkedIn postings, of Account Based Ad impressions, of smart ad clicks, and of sponsored post impressions.
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a link to DOMO, Foundry's analytics reporting platform. Client will receive a link to the DOMO reporting dashboard which is updated automatically throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from program completion. Any third-party tracking or reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but is not limited to online media (impressions served, clicks, click through rates); custom Web sites (views, sessions, engaged sessions, scroll depth, new/returning users, clicks on content, and account overlap across site performance). Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference [users, session duration, asset downloads, Q&A]). Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking.
Add'l Specifications	Foundry reserves the right to reject or remove content that does not adhere to the editorial values & experiences of our sites, are inappropriate or use malicious language relating to competitors and/or partners. Foundry will need to confirm inventory prior to campaign launch. BrandHub website instance is created based on a template. Foundry will customize branding, imagery, URL name and color highlights

for the Client, while the site code base and information architecture will follow an existing structure. Please note the following Client choices:

- Company brand site with language:
 - English Language: CIO or Computerworld
 - French Language: CIO or LMI
 - German Language: CIO, Computerwoche or PCWelt
- Client logo(s): 1 Client brand logo + 1 optional additional logo.
- Subdomain URL: Custom name, based on availability.
- Theming: Primary color, used as an accent; Header color, background color for the header banner.
- Assets (varies by investment and Client supply): Article, Audiocast, Case Study, Ebook, Infographic, Podcast, Presentation, Profile, Report, Video, Webcast, White Paper, Collection (to cross-promote)
- Imagery: Developed by Company for Client. If Client wishes for Company to use Client's own imagery, these images must be free-of-use and to edit for Company to use on a BrandHub.
 - Theme - (Max File Size: 10MB)
 - Header Image: 1440 x 468 (Aspect ratio adjusts per device. On mobile, image becomes square)
 - Carousel slide: 1440 x 468 (Aspect ratio adjusts per device. On mobile, image becomes square)
 - Collection - (Max File Size: 10MB)
 - Header Image: 1440 x 468 (Aspect ratio adjusts per device. On mobile, image becomes square)
 - Carousel slide: 1440 x 468 (Aspect ratio adjusts per device. On mobile, image becomes square)
 - Content Item - (Max File Size: 10MB)
 - Image content card (preview page): 1440 x 468 (Aspect ratio: 16:9)
 - Content block (Inline article): 792 width (Aspect ratio: freeform)
 - Content block - Embed Cover (Cover image for YouTube embed videos): 792 x 445 (Aspect ratio: 16:9)
 - Content block - Gated Form: 400 x 400
- Embeddable options: Megaphone, YouTube, SoundCloud
- Twitter/Facebook/LinkedIn social postings are not subject to Client review or approval.
- CTA URLs: Client-supplied.
- Content Updates: Content refreshes not permitted within a 3-month timeframe.

All requests not mentioned will require product development and additional funding, for example:

- Changing the font color, size, or format.
- Changing how the video upload displays and functions for carousels.
- Removing gradients on header images.
- Updating templated layout.

BrandHub Blogs

Quantity	6
Word Count	500-word blog posts
Type	Includes interviews with client supplied SMEs and a maximum of two client review cycles. 100% custom content. Includes image selection.
Design	Text and Image only, no additional charts or graphics
Format	Manuscript/text format only to be uploaded into the BrandHub blog
Assumptions	Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee.

BrandHub Whitepaper

Quantity	2
Word Count	750 words
Content Type	Newly commissioned. 100% custom content, based on content inputs supplied by Client to Foundry. One round of feedback on the abstract and two rounds of feedback on the white paper copy is included.
Design	Fully designed template/laid out document. White paper layout is based on Foundry editorial co-branded theme. Any additional customizations will incur an additional fee.
Artwork	Stock art/images sourced by Company or Client-supplied.
Document Format	PDF
Assumptions	• Design and Layout: Templated PDF formatted assets include basic layout and design. • Artwork: Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) for 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee and time. • Custom Artwork: Custom illustrations or original commissioned photography is not included but can be added for a supplemental fee and time. • Digital Document Format: Standard format is in Adobe PDF.

BrandHub Crowdsourced Content

Quantity	2
Description	Custom article(s) created from contributions provided by a range of professionals and influencers; may include viewpoints from market leaders, bloggers, customers, etc.
# of participants	Up to 10 participants per article
Word Count	Approximately 1,000 words
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a read-only link to DOMO, Foundry analytics reporting platform. Reporting will be delivered via Foundry's DOMO reporting dashboard. Clients will receive a link to the dashboard which is updated daily for most products throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from completion. Any reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but is not limited to: Online media (impressions served, clicks, click-through rates); custom Web sites (page views/visit, average time on content, and traffic referrals) and social media campaigns (impressions and engagements) Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference -- users, session duration, asset downloads, Q&A). Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking.
Specifications	Content is designed to post to a Foundry produced environment. Influencers provide third party/independent perspectives and cannot be directed by client. No client inputs or edits/revisions accepted; only omissions in cases where brand safety guidelines are impacted.
Notes	Requests must be submitted to Foundry prior to program launch for redistribution/hosting of Crowdsourced Content on outside platforms.

BrandPost Package (Multiple Client-Supplied Articles)

Description	BrandPost allows you to share valuable content and gain third-party brand credibility with Foundry site visitors through a seamless native blog integration. These sponsored blogs provide a similar user experience as traditional Foundry editorial but instead uses your branded content. The account intelligence unmask accounts that are consuming your blog content and uses retargeted media across the wider web to provide incremental awareness and drive additional consideration.
Client-Supplied Assets	Company logo; roadblock ads: IMU (300x250) and leaderboard (728x90); BrandPost Article Posts (recommended 250-750 words) in text format. Includes copyediting, and image selection.
Promotion	Sponsored blog content will be promoted on the Foundry site homepages within the rotating BrandPost modules as well as natively served across relevant editorial topic index and article pages, eNewsletters, plus via content recommendation modules across targeted websites. Retargeted media will drive traffic to your landing page and will be targeted across the wider web.
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a read-only link to DOMO, Foundry's analytics reporting platform. Client will receive a link to the DOMO reporting dashboard which is updated daily for most products throughout the campaign with analysis done monthly. The dashboard link will come down four (4) weeks from program completion. Any reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but is not limited to online media (impressions served, clicks, click-through rates); custom Web sites (page views, average time on content, and traffic referrals), the top 25 unmasked accounts (company name, industry, company size, revenue breakout, page consumption) and social/email tactics (clicks, impressions, opens). Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference [users, session duration, asset downloads, Q&A]). Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking. 3rd PARTY TRACKING (optional): (1) set of creative tags for article roadblocks; (1) one impression tracker for the Foundry RON native promotional impressions. Retargeted media will be tagged and tracked by Foundry. Impression and click trackers may be added, with Foundry with prior content, as long as they don't conflict with Foundry tracking.
Specifications	Foundry reserves the right to reject or remove content that does not adhere to the editorial values & experiences of our sites, are inappropriate or use malicious language relating to competitors and/or partners.
Notes	Impression availabilities will be re-checked once all assets (ad creatives / ad tags, etc.) have been received by Foundry, and Foundry are in a position to launch. Depending on impression availability, campaign run dates may need to be extended.

BrandPost Single Article (Foundry Created)

Description	Includes one (1) custom written 500-word article hosted and promoted for 3 months on one Foundry publication site..
Client-Supplied Assets	Company logo; Roadblock: IMU (300x250) and leaderboard (728x90)
Timeframe	3 Months
Views	2,000 views per article
Promotion	Sponsored blog content will be promoted via content recommendation links on Foundry sites and across the wider web.
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a read-only link to DOMO, Foundry analytics reporting platform. Client will receive a link to the DOMO reporting dashboard which is updated daily for most products throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from program completion. Any reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but not limited to: online media (impressions served, clicks, click-through rates); custom Web sites (views, sessions, engaged sessions, clicks on content). Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference [users, session duration, asset downloads, Q&A]). Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking. 3rd PARTY TRACKING (optional): (1) one impression tracker for the Foundry RON native promotional impressions.

BrandPost – Single Article (Client-Supplied)

Service Description	Features one (1) client supplied article hosted and promoted for 3 months on one Foundry publication site.
Client Supplied Assets	Company logo; Roadblock: IMU (300x250) and leaderboard (728x90); BrandPost Article Post (recommended 250-1000 words) in text format.
Timeframe	3 Months
Promotion	Sponsored blog content will be promoted via content recommendation links on Foundry sites and across the wider web.
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a read-only link to DOMO, Foundry analytics reporting platform. Client will receive a link to the DOMO reporting dashboard which is updated daily for most products throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from program completion. Any reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but not limited to: online media (impressions served, clicks, click-through rates); custom Web sites (views, sessions, engaged sessions, clicks on content). Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference [users, session

duration, asset downloads, Q&A]. Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking.

3rd PARTY TRACKING (optional): (1) one impression tracker for the Foundry RON native promotional impressions.

BrandPage Setup, Hosting & Promotions

Quantity	1
Service Description	BrandPage is designed to be a data driven, interactive, and highly visual brand awareness experience, cobranded with a trusted Foundry B2B editorial brand.
Content	Content of the BrandPage is up to 1,500 words copywriting of content, leveraging data points and statistics from Foundry editorial licensing for data to develop the text of the BrandPage.
Timeframe	3 months hosting, unless otherwise noted on IO development of the site and contents is projected to require 4-8 weeks before going live.
BrandPageTactics	BrandPage tactics will include newsletters, browser alerts, of smart ad clicks
Views	Default is 10,000 unless otherwise noted in IO
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a link to DOMO, Foundry analytics reporting platform. Clients will receive a link to the DOMO reporting dashboard which is updated daily for most products throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from program completion. Any third-party tracking or reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but is not limited to online media (impressions served, clicks, click-through rates); custom Web sites (views, sessions, engaged sessions, scroll depth, clicks on content, new/returning users, and companies reading content), KickFire account unmasking (company name, industry, company size, revenue breakout, page consumption) and social/email tactics (clicks, impressions, opens) Website metrics are captured using Google Analytics and do not include user-level IP tracking.
Additional Specifications	Company reserves the right to reject or remove content that does not adhere to the editorial values & experiences of our sites, are inappropriate or use malicious language relating to competitors and/or partners. Company will need to confirm inventory prior to campaign launch. BrandPage website instance is created based on a template. Company will customize branding, imagery, URL name and color highlights for the Client, while the site code base and information architecture will follow an existing structure. Please note the following Client choices: • Foundry brand site with language: English Language: CIO, CSO, Computerworld, InfoWorld, Network World • Client logo(s): 1 client brand logo + 1 optional additional logo. • Subdomain URL: Custom name, based on availability. • Theming: Primary color, used as an accent; Header color, background color for the header banner. • Assets (varies by investment and client supply): articles or format in word content. Please note any content asset like a blog article, etc. will be linked onto the BrandPage and be clicked out to a separate destination. This solution is not meant to host gated content and is not meant to be used for lead generation. • Imagery: Developed by Foundry for client. If client wishes for Foundry to use client-owned imagery, these images must be free-of-use and to edit for Foundry to use on a BrandPage. • Embeddable option: YouTube • CTA URLs: Client-supplied. • Content Updates: Content refreshes not permitted within a 3-month timeframe

Digital Production

Custom Webcast: Virtual

Webcast Type	Audio or Video On-demand Live Video
Webcast Length	20-45 minutes (30 minutes recommended). Webcasts over 60 minutes incur an additional fee to be paid by the client.
Hosting	All webcasts are hosted and streamed on-demand for 90 days after completed webcast production; Live events are streamed live for up to 60 minutes on the selected event date
Moderator	Company Content Strategist furnished for the Webcast event and moderation
Production & Registration	Company handles all elements of platform production and registration set up.
Promotion	Inclusive of but not limited to traffic drivers and site promotion off Company Websites such as special promotions, email blasts as well as promotional outreach through Company's call center.
Presentation Materials	Client is responsible for providing speakers and presentation materials. Total presentation must be 10-20 slides. Presentation slides must be a single combined PowerPoint file in .ppt or .pptx format sized as either "On-screen Show (16:9)" or "On-screen Show (4:3)". Animations and builds are permitted, provided the slides conform to ON24 specifications. Please use only ON24 approved fonts (approved font list and slide best practices documents will be provided). For complex video effect requests (e.g., those through PowerPoint) will require an additional fee for production and editing.
Cancellation Terms	If a client cancels within 48 hours of the booked time, Foundry will charge 50% of the full cost of the webcast production. If the client cancels on the day of, Foundry will charge for the full cost of the webcast production.
Notes	The webcast will be recorded remotely via Foundry Virtual Studios.

Podcast Series from Foundry

Quantity	1 (one) Podcast series with five (5) episodes.
Recording	Recorded at a Foundry-supplied studio (San Francisco or Needham, MA)
Details	Includes audio production with Company recruitment of host and speaker. Per episode there will be a pre/mid/post podcast sponsorship promo. Integration and co-branding across Company TechTalk social channels.
Length	Each episode will be 10-30 minutes; Program duration is 3 months.
Hosting	Megaphone channel, Foundry integration (on one brand) via hosted landing page
Custom Content	Five (5) 250-word custom podcast episode descriptions -- one (1) per episode with podcast embedded on landing page.
Landing Page	Landing page to be based on a template; the banner and colors can be customized but no other designed elements can be changed.
Social Ads	Foundry designed advertising amplification designed to promote the podcast series over 3-months via relevant social platforms such as Facebook, X, LinkedIn. US only and IT Professional targeting only.
Guarantees	Following are guaranteed promotional elements: • 5,000 pageviews to podcast series landing pages • 300K promotional impressions via editorial newsletters • Social Shout Outs: 5 deployments (via to Facebook/Twitter/LinkedIn) • Push Notifications/Browser Alerts: 3,000 clicks

Reporting

Foundry will provide standard reporting as part of the Program that will be in the form of a read-only link to DOMO, Foundry's analytics reporting platform. Reporting will be delivered via Foundry DOMO reporting dashboard. Client will receive a link to the dashboard which is updated daily for most products throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from completion.

Any reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement.

Domo reporting includes but not limited to: online media (impressions served, clicks, click-through rates); custom Web sites (page views, number of visits, page views/visit, average time on content, and traffic referrals) and social media campaigns (impressions and engagements)

Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference [users, session duration, asset downloads, Q&A]).

Unless otherwise agreed to by Company in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking. Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference [users, session duration, asset downloads, Q&A]).

Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking.

DEMO Custom Video

Description	Host Keith Shaw and guest(s) give our audience a visual demonstration of the client's product, describing who it is for, and how it works. DEMO provides a "show and tell" experience to help showcase new features, platforms, software and hardware. DEMO videos are purchased on a per demonstration model.
Location & Participants	DEMO video can be recorded on-site within a Foundry Studio, with virtual or on-site recording options available upon review and final confirmation from the Foundry team. Participants will include Keith Shaw and up to (2) client-supplied guests.
Guarantees	Each DEMO video purchased will guarantee 3k guaranteed video views, and 1,500 pageviews. Production includes development of 2 video pre-roll clips used for promotion. Also included are 75,000 pre-roll ad impressions across Foundry O&O brands, 1 editorial newsletter sponsorship, 1 editorial social shoutout, 1 editorial browser alert, and roadblock banner ad slots on the video within the CIO DEMO landing page (US edition). These metrics are typically fulfilled within one month, but completion within 30 days is not guaranteed.
Episode Specifications	Video to not exceed more than 15 minutes in length. Clients receive licensing rights to the video file. Video demonstration will be hosted continuously on the CIO DEMO landing page (US edition). DEMO is also available via Foundry Editorial YouTube.
Reporting	DOMO reporting platform link includes video views, pageviews, impressions and clicks.
Client-supplied materials	Client to provide: Logo (PNG or EPS format); Product highlights/features (Format: high level bullet points); Short script with product name, details/call out information, call to action – i.e., email alias, promo code, phone number, etc. Foundry Editorial has final approval on sponsor message delivery and content direction for all live reads based on copy submitted. Social promotion will include a sponsored by hashtag (#Ad or #sponsor) or Facebook 'social handshake' icon due to FTC regulations.

Ad Production

Description	Includes the copywriting, design and development of online advertising unit/s One round of feedback on the ad unit copy and one round of feedback on the ad unit design is included. Ad units will be designed and developed as static or animated
Assumptions	Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee.
Notes	Ad Production only. Does not include running the ads / any impressions.

Research

Custom Research Services

Research Type	Includes Market Pulse Silver, Market Pulse Gold, Market Pulse Platinum, Market Pulse Diamond
Methodology	Primary, custom research study, web-based implementation. Client driven development.
Output	Upon completion of data collection, a detailed, insights-rich research report will be provided in a PowerPoint format. The final report will be written to summarize the findings of the project, include key insights that analyze the significance of the results by key segments (vertical and company size) and in total, and provide recommendations based upon the research conducted. Foundry will also provide a full set of data tabulations in Word and Excel and an SPSS (or excel) data file. Client will not be provided with research respondent list or contact info.
Ownership	Client owns all data collected in this effort and all deliverables. There are no restrictions on data usage by Client. However, Foundry shall retain all rights, title, and interest in and to (i) the Foundry brands and marks, and (ii) the methodologies, data, knowledge, and research processes—including but not limited to algorithms, guidelines, and statistical models—that may be used in preparing the deliverables. In addition, Foundry shall have the right to use the anonymized data, in the aggregate, for the purposes of tracking marketing trends, creating norms and benchmark data, incorporating into research databases, indexes, or other research services.
Notes	Includes two rounds of revisions on the survey

Social

Smart Ads

Timeframe	Standard production is 3-4 weeks; standard in-market duration is one month (for minimum spend levels)
Description	Foundry designed advertising amplification program designed to promote campaign assets into relevant social platforms including Facebook, X and/ or LinkedIn.
Details	Promote up to (2) two client supplied links. Additional assets incur an additional fee for creative costs. Foundry will create (4) four ads per social platform based on the two supplied links. Includes A/B testing
Reporting	Foundry will provide standard reporting as part of the Program that will be in the form of a read-only link to DOMO, Foundry's analytics reporting platform. Client will receive a link to the DOMO reporting dashboard which is updated daily for most products throughout the campaign with analysis done on a monthly basis. The dashboard link will come down four (4) weeks from program completion. Any third-party tracking or reporting requests such as completing an agency template must be discussed and agreed upon prior to signing of the Agreement. DOMO reporting includes but is not limited to online media (impressions served, clicks, click through rates); custom Web sites (page views/visit, average time on content, and traffic referrals). Delivery methods other than DOMO include leads (Excel/XLS files including all registration data by Program asset); assets with user engagement data (webcasts, video, virtual conference -- users, session duration, asset downloads, Q&A). Unless otherwise agreed to by Foundry in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (i.e. live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking.
Assumptions	Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee.

Advertising

O&O

Foundry Owned and Operated B2B / B2C Display Media

Description	Contextual display advertising across Foundry's owned and operated sites.
Notes	The above-described deliverables shall be governed by the four A's/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, with the modifications set forth below in Section IV Standard Program Assumptions below. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control. Impression availabilities will be re-checked once all assets (ad creatives / ad tags, etc) have been received by Foundry, and Foundry are in a position to launch. Depending on impression availability, campaign run dates may need to be extended and/or the campaign will be opened up to audience extension tactics.

eNewsletter Sponsorship B2B / B2C (Foundry Created)

Description	Clickable sponsored message positioned natively within a B2B/B2C editorial newsletter.
Details	The newsletter will be in English language and will clickthrough to defined URL. Copy and images will be leveraged from associated BrandPage, BrandPost, BrandHub, or client URL and will not have client sign off.
Reporting	Foundry will provide reporting for each eNewsletters deployment including: Reach, Opens, Open Rate, Clicks, Click Rate

Audience Extension

Description	Audience Extension targets your qualified audiences on Foundry domains and across the wider web. Audience Extension leverages Foundry's 1st party data and data segments to enhance scale on your brand awareness campaigns and reaches audiences where they go for their business and technology content. Unmasking not available in UK or DE
Ad Size	300x250 300x600 640x480 728x90 970x250
Specifications	Video/OTT, Native, Interactive Banner sizing options are available.
Notes	The above-described Deliverables shall be governed by the 4 A's/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, with the modifications set forth below in Section IV Standard Program Assumptions below. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control.

Foundry Owned and Operated Pre-Roll Video

Description	Contextual pre-roll advertising across Foundry's owned and operated sites.
Pre-roll Duration	:30, :60
Notes	The above-described Deliverables shall be governed by the 4 A's/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, with the modifications set forth below in Section IV Standard Program Assumptions below. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control.

Homepage Takeover B2B

Ad Size	300x250 728x90 970x250
Unit Details	Flat fee, daily sponsorship that allows ownership of the leaderboard and IMU ad units on a site's homepage. Client can include a skin unit (1944x1200) that covers the exterior real estate on each side of the homepage for an additional cost to the daily sponsorship

Notes	Foundry can create a custom IMU, leaderboard and Skin ad units for an additional fee. [REMOVE 970X250 IF NOT APPLICABLE]
Reporting	Company will provide standard reporting as part of the Campaign including but not limited to: online media (impressions served, clicks, click-through rates); custom websites (site visits, unique visits, page views, page views per visit); leads (Excel/XLS files including all registration data by program asset); and assets with user engagement data (webcasts, video, virtual conference [users, session duration, asset downloads, Q&A]). Unless otherwise agreed to by Company in writing, lead reporting will occur weekly and other reports will occur monthly, with the exception of point-in-time assets with reporting elements (live webcast, virtual event). Website metrics are captured using Google Analytics and do not include user-level IP tracking. Tracking and billing will be based on Company reporting, unless otherwise agreed to by the parties. If billing is based on pre-approved Advertiser reporting, third party login access or automated reporting must be provided to Company prior to launch. 3rd PARTY TRACKING (optional): Tracking of Company products and services (i.e., site metrics, custom ads, social services, etc.) will be tagged and tracked via Company. Other impression and click trackers may be added, with the prior consent of Company, as long as they do not conflict with Company tracking.
Assumptions	Artwork: Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee.

TopHat B2B / B2C

Ad Sizes	B2B: 1280x250, 320x190, 767x250 B2C: 1400x250
Description	Top Hat is an ad unit that sits on top of the masthead and spanning the entire width of the website page. Foundry's professionally crafted Top Hat unit ensures great viewability and high impact branding and serves one ad per page.
Specifications	Client supply image-only - PNG/JPG and click URL
Additional Criteria	\$10,000 minimum spend required. Top hat unit serves in tandem with other sponsorships/takeovers, fireplaces or roadblocks.
Notes	The above-described Deliverables shall be governed by the 4 A's/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, with the modifications set forth below in Section IV Standard Program Assumptions below. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control.

Account Based Ads

Account Based Ads (ABA) - Standard

ABA Type	Standard (clicks, impressions, CTR %)
Media Type	Display or Video
Ad Format	Display: Image GIF, or 3 rd party ad tag Video: MP4 or VAST (VPAID optional) DV-wrapped tags accepted for both display and video]
Ad Size	300x250, 728x90, 300x600, etc.
Mobile Ad Sizes	300x50

320x50
336x280

Video Ad Sizes	1920x1080 640x480
Position Specifications	Foundry Account Based Ads need approval pre-sale for any titles outside of Manager/Director. Please note that Director+ is the highest-level seniority available.
Target Account List	[Input file name. Must include domains]
Guidelines	1. Client to provide Target Account List to match against Foundry Data 2. Target Accounts must include a minimum of 1,000 Accounts with addressable top-level business domains 3. Clear step-by-step instructions on how to use TAL are needed, including filters, targeting account vs. account/market, and guidance on navigating multiple tabs. 4. Foundry will provide availability and/or match rates to Client within 3 business days. 5. Targeting by function is not currently available on a granular level. However, it is available in larger segments, such as IT Decision Makers.
Reporting	Weekly reporting delivered via Excel/XLS file – ad clicks, impressions, CTR% split by creative. All packages are reported based on Foundry templates. Any customization will be at extra charge. Note: BI dashboard for integrated programs only
Notes	The above-described Deliverables shall be governed by the IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3.0, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, subject to Foundry confirmation of agency of record documentation. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control.
Additional Terms	• If third-party ad tags or 1x1 tracking pixels are used, Client must provide written confirmation of billing methodology prior to launch. A lifetime third-party delivery report, including creative, format, date, impressions, and clicks, must be submitted to abaops@foundryco.com upon campaign launch. If Foundry does not receive a complete third-party report that can be accurately mapped to Foundry first-party reporting, delivery and billing will be based on Foundry first-party numbers. Foundry will initiate a discrepancy investigation only if the variance between Foundry-reported delivery and third-party reporting meets or exceeds 10%. • Use of additional third-party analytics trackers is subject to prior approval from the Foundry account manager. Foundry must be provided access to complete raw data to enable campaign optimization. All delivery guarantees are based solely on 1st- or 3rd-party ad impression delivery. • Creative Requirements: Clients must confirm creative specifications with their Foundry Sales representative. • Supported creative formats include, but are not limited to, hosted JPEG, PNG, GIF, MP4, DCM tags, and VAST tags for video. • Campaigns are limited to 1-2 creative messaging per ad group across a maximum of five formats; additional optimization creatives may be rotated in as needed. • For Advanced/Premium packages and using third-party display tags, implementation of the Foundry click tracker by the Client is required to enable unmasking of account-level clicks. • Spend & Delivery Minimums: A minimum quarterly spend of \$5,000 for standard campaigns and \$10,000 for advanced or premium campaigns applies. Each ad group is subject to a minimum delivery of 50,000 impressions. • Pacing: Unless otherwise specified at the time of campaign booking, Foundry frontloads ABA campaigns. The recommended campaign flight duration is 3 months. Foundry does not commit to any specific pacing timelines and retains flexibility to adjust pacing as required to optimize delivery and performance. • Measurement & KPIs: The primary campaign KPI is click-through rate (CTR), and CTR is the only metric reported by Foundry. All other metrics, if referenced, are estimates provided on a best-effort basis only and are not guaranteed. Estimated benchmarks may include, but are not limited to: Measurability (80%), Viewability (70%), Brand Safety (99%), Ad Fraud (maximum 5%), Geo accuracy (99%), Blocked rates (<5%), VCR (60-70%), Frequency (3/8 with flexibility to adjust), and pacing ahead of plan. • Targeting: All targeting selections must align with Foundry's available targeting options. Any exclusion or keyword lists must be provided prior to campaign launch. If additional client-side blocking

is applied, Foundry requires access to full raw data to enable optimization. Foundry reserves the right, with Client approval, to broaden targeting as necessary to achieve full delivery. Due to targeting ISP's, Foundry cannot guarantee that we will not reach individuals who are customers of targeted ISP's who hold the relevant job title targeting.

Account Based Ads (ABA) - Advanced

ABA Type	Advanced (account data / no intent)
Media Type	Display or Video
Ad Format	Display: Image GIF, or 3 rd party ad tag Video: MP4 or VAST (VPAID optional) DV-wrapped tags accepted for both display and video
Ad Size	[Input: 300x250, 728x90, 300x600, etc.
Mobile Ad Sizes	300x50 320x50 336x280
Video Ad Sizes	1920x1080 640x480
Position Specifications	(Note: Foundry Account Based Ads need approval pre-sale for any titles outside of Manager/Director. Please note that Director+ is the highest-level seniority available).
Guidelines	1. Client to provide Target Account List to match against Foundry Data 2. Target Accounts must include a minimum of 1,000 Accounts with addressable top-level business domains 3. Clear step-by-step instructions on how to use TAL are needed, including filters, targeting account vs. account/market, and guidance on navigating multiple tabs. 4. Foundry will provide availability and/or match rates to Client within 3 business days. 5. Targeting by function is not currently available on a granular level. However, it is available in larger segments, such as IT Decision Makers.
Reporting	Weekly reporting delivered via Excel/XLS file – ad clicks, impressions, CTR% split by creative + account data (account, domain, country, impressions, clicks). All packages are reported based on Foundry templates. Any customization will be at extra charge. Note: BI dashboard for integrated programs only
Notes	The above-described Deliverables shall be governed by the IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3.0, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, subject to Foundry confirmation of agency of record documentation. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control.
Additional Terms	• Foundry guarantees delivery of 1st- and 3rd-party ad impressions; however, privacy and security measures such as VPNs, encrypted DNS, shared or dynamic IPs, and cookie restrictions can prevent some impressions and clicks from being accurately matched to unmasked accounts. As a result, those ads were served as contracted, but a small portion of the associated tracking data is anonymized or unidentifiable, creating a discrepancy in reporting. • If third-party ad tags or 1x1 tracking pixels are used, Client must provide written confirmation of billing methodology prior to launch. A lifetime third-party delivery report, including creative, format, date, impressions, and clicks, must be submitted to abaops@foundryco.com upon campaign launch. If Foundry does not receive a complete third-party report that can be accurately mapped to Foundry first-party reporting, delivery and billing will be based on Foundry first-party numbers. Foundry will initiate a discrepancy investigation only if the variance between Foundry-reported delivery and third-party reporting meets or exceeds 10%. • Use of additional third-party analytics trackers is subject to prior approval from the Foundry account

manager. Foundry must be provided access to complete raw data to enable campaign optimization. All delivery guarantees are based solely on 1st- or 3rd-party ad impression delivery.

- Creative Requirements: Clients must confirm creative specifications with their Foundry Sales representative.
- Supported creative formats include, but are not limited to, hosted JPEG, PNG, GIF, MP4, DCM tags, and VAST tags for video.
- Campaigns are limited to 1-2 creative messaging per ad group across a maximum of five formats; additional optimization creatives may be rotated in as needed.
- For Advanced/Premium packages and using third-party display tags, implementation of the Foundry click tracker by the Client is required to enable unmasking of account-level clicks.
- Spend & Delivery Minimums: A minimum quarterly spend of \$5,000 for standard campaigns and \$10,000 for advanced or premium campaigns applies. Each ad group is subject to a minimum delivery of 50,000 impressions.
- Pacing: Unless otherwise specified at the time of campaign booking, Foundry frontloads ABA campaigns. The recommended campaign flight duration is 3 months. Foundry does not commit to any specific pacing timelines and retains flexibility to adjust pacing as required to optimize delivery and performance.
- Measurement & KPIs: The primary campaign KPI is click-through rate (CTR), and CTR is the only metric reported by Foundry. All other metrics, if referenced, are estimates provided on a best-effort basis only and are not guaranteed. Estimated benchmarks may include, but are not limited to: Measurability (80%), Viewability (70%), Brand Safety (99%), Ad Fraud (maximum 5%), Geo accuracy (99%), Blocked rates (<5%), VCR (60-70%), Frequency (3/8 with flexibility to adjust), and pacing ahead of plan.
- Targeting: All targeting selections must align with Foundry's available targeting options. Any exclusion or keyword lists must be provided prior to campaign launch. If additional client-side blocking is applied, Foundry requires access to full raw data to enable optimization. Foundry reserves the right, with Client approval, to broaden targeting as necessary to achieve full delivery. Due to targeting ISP's, Foundry cannot guarantee that we will not reach individuals who are customers of targeted ISP's who hold the relevant job title targeting.

Account Based Ads (ABA) - Premium

ABA Type	Premium (account data with intent)
Media Type	Display or Video
Ad Format	Display: Image GIF, or 3 rd party ad tag Video: MP4 or VAST (VPAID optional) DV-wrapped tags accepted for both display and video
Ad Size	300x250, 728x90, 300x600, etc.
Mobile Ad Sizes	300x50 320x50 336x280
Video Ad Sizes	1920x1080 640x480
Position Specifications	(Note: Foundry Account Based Ads need approval pre-sale for any titles outside of Manager/Director. Please note that Director+ is the highest-level seniority available).
Guidelines	1. Client to provide Target Account List to match against Foundry Data 2. Target Accounts must include a minimum of 1,000 Accounts with addressable top-level business domains 3. Clear step-by-step instructions on how to use TAL are needed, including filters, targeting account vs. account/market, and guidance on navigating multiple tabs. 4. Foundry will provide availability and/or match rates to Client within 3 business days. 5. Targeting by function is not currently available on a granular level. However, it is available in larger segments, such as IT Decision Makers.
Reporting	Weekly reporting delivered via Excel/XLS file – ad clicks, impressions, CTR% split by creative + account

data (account, domain, country, impressions, clicks) + intent scores.

All packages are reported based on Foundry templates. Any customization will be at extra charge.

Note: BI dashboard for integrated programs only

Notes	The above-described Deliverables shall be governed by the IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3.0, which are located at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("IAB Standard Terms") and are incorporated herein by reference, subject to Foundry confirmation of agency of record documentation. In the event of a conflict between the IAB Standard Terms and this Agreement, the terms of this Agreement will control.
Additional Terms	- Foundry guarantees delivery of 1st- and 3rd-party ad impressions; however, privacy and security measures such as VPNs, encrypted DNS, shared or dynamic IPs, and cookie restrictions can prevent some impressions and clicks from being accurately matched to unmasked accounts. As a result, those ads were served as contracted, but a small portion of the associated tracking data is anonymized or unidentifiable, creating a discrepancy in reporting. - If third-party ad tags or 1x1 tracking pixels are used, Client must provide written confirmation of billing methodology prior to launch. A lifetime third-party delivery report, including creative, format, date, impressions, and clicks, must be submitted to abaops@foundryco.com upon campaign launch. If Foundry does not receive a complete third-party report that can be accurately mapped to Foundry first-party reporting, delivery and billing will be based on Foundry first-party numbers. Foundry will initiate a discrepancy investigation only if the variance between Foundry-reported delivery and third-party reporting meets or exceeds 10%. - Use of additional third-party analytics trackers is subject to prior approval from the Foundry account manager. Foundry must be provided access to complete raw data to enable campaign optimization. All delivery guarantees are based solely on 1st- or 3rd-party ad impression delivery. - Creative Requirements: Clients must confirm creative specifications with their Foundry Sales representative. - Supported creative formats include, but are not limited to, hosted JPEG, PNG, GIF, MP4, DCM tags, and VAST tags for video. - Campaigns are limited to 1-2 creative messaging per ad group across a maximum of five formats; additional optimization creatives may be rotated in as needed. - For Advanced/Premium packages and using third-party display tags, implementation of the Foundry click tracker by the Client is required to enable unmasking of account-level clicks. - Spend & Delivery Minimums: A minimum quarterly spend of \$5,000 for standard campaigns and \$10,000 for advanced or premium campaigns applies. Each ad group is subject to a minimum delivery of 50,000 impressions. - Pacing: Unless otherwise specified at the time of campaign booking, Foundry frontloads ABA campaigns. The recommended campaign flight duration is 3 months. Foundry does not commit to any specific pacing timelines and retains flexibility to adjust pacing as required to optimize delivery and performance. - Measurement & KPIs: The primary campaign KPI is click-through rate (CTR), and CTR is the only metric reported by Foundry. All other metrics, if referenced, are estimates provided on a best-effort basis only and are not guaranteed. Estimated benchmarks may include, but are not limited to: Measurability (80%), Viewability (70%), Brand Safety (99%), Ad Fraud (maximum 5%), Geo accuracy (99%), Blocked rates (<5%), VCR (60-70%), Frequency (3/8 with flexibility to adjust), and pacing ahead of plan. - Targeting: All targeting selections must align with Foundry's available targeting options. Any exclusion or keyword lists must be provided prior to campaign launch. If additional client-side blocking is applied, Foundry requires access to full raw data to enable optimization. Foundry reserves the right, with Client approval, to broaden targeting as necessary to achieve full delivery. Due to targeting ISP's, Foundry cannot guarantee that we will not reach individuals who are customers of targeted ISP's who hold the relevant job title targeting.

Leads

Lead Delivery Guarantees

Delivery of leads will be based on performance & not artificially paced, unless required based on client needs. Product-specific lead delivery details are noted on the applicable product page.

Content Syndication Leads

Description	A Content Syndication Lead is a fully consented B2B contact, collected by Foundry through an omni-channel approach. We distribute specific content asset(s) across our robust brand sites and audience networks. Each lead is double verified by Foundry for relevancy and accuracy.
Weekly Reporting	Standard Business Card (First Name, Last Name, Company Name, Job Title, Email Address, Telephone Number, Address, Country, Company Size, Industry, Asset consumed, asset interaction date).
Pacing	Delivery of leads will be based on performance & not artificially paced, unless required based on client needs
Asset Requirements	Content Syndication can accept (1) or multiple assets up to a maximum of 4 to syndicate for leads.
Criteria	Standard business card information (First Name, Last Name, Company Name, Job Title, Email Address, Telephone Number, Address, Country, Company Size, Industry, Asset consumed, asset interaction date)
Assumptions	Lead guarantees not fulfilled by Company within the agreed-upon Program period will be delivered within a mutually agreed-upon extended timeframe. This shall be Client's sole remedy in the event that lead guarantees are not fulfilled. Any requests to change the lead/TAL targeting mid-campaign will require a rescoping of the campaign to determine availability and updated pricing if necessary. Similarly, if changes or edits are made to a TAL or targeting criteria after SOW signature during campaign pre-launch, Company reserves the right to rescope the campaign to determine availability and updated pricing if necessary. • Lead Duplication and Lead Scrubbing: Company will use commercially reasonable efforts to eliminate all duplicate leads/registration entries against guaranteed lead counts and filter out bogus lead/registration entries from the guaranteed lead count and lead files. • Lead Criteria: Unless otherwise stated in the Agreement, pricing represents worldwide leads with no filters/criteria. Standard leads do not include supplemental lead criteria beyond standard, industry-recognized business card data (company name, company size, industry classification, personal contact information, job title/function). Additional lead criteria may be added for a supplemental cost. • Supplemental Lead Registration Data: Standard registration does not include supplemental registration questions such as purchase plans, intent to purchase, role in purchasing decision, etc. Addition of such supplemental questions may result in supplemental, per-lead costs. • Lead Generation Registration Hosting: Company hosts registration for programs that include lead generation. • Lead Reporting Frequency and Formats: Maximum frequency will be set at weekly reporting. Leads will be delivered in Excel (XLS/XLSX) or comma delimited (CSV) format, unless otherwise agreed to by the parties. Lead data does not become deliverable until it is compiled and delivered to Client. • Online Program and Lead Promotions: Company determines what channels or inventory items across its proprietary content network or partner audience network are used and at what quantities and is under no obligation to share such details before, during, or after promotions run. Company shall use the data collected on its Web properties or otherwise pursuant to its privacy policy. Banner inventory is not guaranteed. This would pertain to online promotions tied to, but not exclusive to, custom Web sites and lead generation tactics.

- Lead Re-engagement: All leads are delivered to a Client within 5 business days of generating them. However, depending on custom pacing requirement, we can reengage a lead digitally to ensure it is active and matches the Client requirement.

- Approval of Campaigns: Company will launch campaigns on receipt of assets and set up of asset landing page on resource library. If a Client requires approval, it must be set forth on the SOW. Client will have 1 business day to provide approvals.

BANT Leads

Weekly Reporting	Standard Business Card (First Name, Last Name, Company Name, Job Title, Email Address, Telephone Number, Address, Country, Company Size, Industry, Asset consumed, asset interaction date) and four BANT questions (Budget, Authority, Need, Timeframe)
Specifications	All leads qualified through telemarketing.
Pacing	Delivery of leads will be based on performance & not artificially paced, unless required based on client needs
Description	A BANT Lead is a fully consented B2B contact, collected by Foundry through a Telemarketing interview via an approved script. Each lead is double verified by Foundry for relevancy and accuracy.
Criteria	Standard business card information (First Name, Last Name, Company Name, Job Title, Email Address, Telephone Number, Address, Country, Company Size, Industry, Asset consumed, asset interaction date, BANT responses)
BANT Questions	BANT questions must be approved prior to launch
Asset Requirements	Content Syndication can accept (1) or multiple assets up to a maximum of 4 to syndicate for leads.
Assumptions	Lead guarantees not fulfilled by Company within the agreed-upon Program period will be delivered within a mutually agreed-upon extended timeframe. This shall be Client's sole remedy in the event that lead guarantees are not fulfilled. Any requests to change the lead/TAL targeting mid-campaign will require a rescoping of the campaign to determine availability and updated pricing if necessary. Similarly, if changes or edits are made to a TAL or targeting criteria after SOW signature during campaign pre-launch, Company reserves the right to rescope the campaign to determine availability and updated pricing if necessary. • Lead Duplication and Lead Scrubbing: Company will use commercially reasonable efforts to eliminate all duplicate leads/registration entries against guaranteed lead counts. Company will scrub leads to filter out bogus lead/registration entries from the guaranteed lead count and lead files. • Lead Criteria: Unless otherwise stated in the Agreement, pricing represents worldwide leads with no filters/criteria. Standard leads do not include supplemental lead criteria beyond standard, industry-recognized business card data (company name, company size, industry classification, personal contact information, job title/function). Additional lead criteria may be added for a supplemental cost. • Supplemental Lead Registration Data: Standard registration does not include supplemental registration questions such as purchase plans, intent to purchase, role in purchasing decision, etc. Addition of such supplemental questions may result in supplemental, per-lead costs. • Lead Generation Registration Hosting: Company hosts registration for programs that include lead generation guarantees. • Lead Reporting Frequency and Formats: Maximum frequency will be set at weekly reporting. Leads will be delivered in Excel (XLS/XLSX) or comma delimited (CSV) format, unless otherwise agreed to by the parties. Lead data does not become a deliverable until it is compiled and delivered to Client. • Online Program and Lead Promotions: Company determines what inventory items are used and at what quantities and is under no obligation to share such details before, during, or after promotions run. Company shall use the data collected on its Web properties or otherwise, pursuant to its privacy policy. Banner inventory is not guaranteed. This would pertain to online promotions tied to, but not exclusive to, custom Web sites and lead generation tactics.

- Lead Re-engagement: All leads are delivered to a Client within 5 business days of generating them. However, depending on custom pacing requirement, we can reengage a lead digitally to ensure it is active and matches the Client requirement.
- Approval of Campaigns: Company will launch campaigns on receipt of assets and set up of asset landing page on resource library. If a Client requires approval, it must be set forth on the SOW. Client will have 1 business day to provide approvals.

Profiled Leads

Description	Profiled leads help customer's business development teams focus on the most high-quality leads by asking 1-3 profiling questions. Client to provide the profiling questions for the campaign.
Weekly Reporting	Standard Business Card (First Name, Last Name, Company Name, Job Title, Email Address, Telephone Number, Address, Country, Company Size, Industry, Asset consumed, asset interaction date) and answers to the 1-3 custom profiling questions.
Pacing	Delivery of leads will be based on performance & not artificially paced, unless required based on client needs
Asset Requirements	Content Syndication can accept (1) or multiple assets up to a maximum of 4 to syndicate for leads.
Criteria	Standard business card information (First Name, Last Name, Company Name, Job Title, Email Address, Telephone Number, Address, Country, Company Size, Industry, Asset consumed, asset interaction date, profiled responses)
Profiled Questions	Profiled questions must be approved before launch
Assumptions	Lead guarantees not fulfilled by Foundry within the agreed-upon Program period will be delivered within a mutually agreed-upon extended timeframe. This shall be Client's sole remedy in the event that lead guarantees are not fulfilled. Any requests to change the lead/TAL targeting mid-campaign will require a rescoping of the campaign to determine availability and updated pricing if necessary. Similarly, if changes or edits are made to a TAL or targeting criteria after SOW signature during campaign pre-launch, Foundry reserves the right to rescope the campaign to determine availability and updated pricing if necessary. • Lead Duplication and Lead Scrubbing: Foundry will use commercially reasonable efforts to eliminate all duplicate leads/registration entries against guaranteed lead counts. Foundry will scrub leads to filter out bogus lead/registration entries from the guaranteed lead count and lead files. • Lead Criteria: Unless otherwise stated in the Agreement, pricing represents worldwide leads with no filters/criteria. Standard leads do not include supplemental lead criteria beyond standard, industry-recognized business card data (company name, company size, industry classification, personal contact information, job title/function). Additional lead criteria may be added for a supplemental cost. • Supplemental Lead Registration Data: Standard registration does not include supplemental registration questions such as purchase plans, intent to purchase, role in purchasing decision, etc. Addition of such supplemental questions may result in supplemental, per-lead costs. • Lead Generation Registration Hosting: Foundry hosts registration for programs that include lead generation guarantees. • Lead Reporting Frequency and Formats: Maximum frequency will be set at weekly reporting. Leads will be delivered in Excel (XLS/XLSX) or comma delimited (CSV) format, unless otherwise agreed to by the parties. Lead data does not become a deliverable until it is compiled and delivered to Client. • Online Program and Lead Promotions: Foundry determines what inventory items are used and at what quantities and is under no obligation to share such details before, during, or after promotions run. Foundry shall use the data collected on its Web properties or otherwise, pursuant to its privacy policy.

Banner inventory is not guaranteed. This would pertain to online promotions tied to, but not exclusive to, custom Web sites and lead generation tactics.

- Lead Re-engagement: All leads are delivered to a Client within 5 business days of generating them. However, depending on custom pacing requirement, we can reengage a lead digitally to ensure it is active and matches the Client requirement.

- Approval of Campaigns: Foundry will launch campaigns on receipt of assets and set up of asset landing page on resource library. If a Client requires approval, it must be set forth on the SOW. Client will have 1 business day to provide approvals.

Two Touch Content Syndication

Description	Foundry will host two (2) Client-supplied content asset(s) on Foundry branded sites. Foundry leverages an omni-channel approach to promote the first content asset to target market. Users who engage with the first asset are automatically put on an omni-channel nurture path to engage with the second asset within 2-5 days from the initial engagement. Only users who have engaged with both assets are then verified and delivered as 2-touch lead.
Weekly Reporting	Standard Business Card (First Name, Last Name, Company Name, Job Title, Email address, Telephone Numbers, Address, Country, Company size, Industry, Asset consumed, asset interaction date).
Pacing	Delivery of leads will be based on performance & not artificially paced, unless required based on client needs
Asset Requirements	Two touch content syndication can accept (2) assets.
Assumptions	• Lead guarantees not fulfilled by Company within the agreed-upon Program period will be delivered within a mutually agreed-upon extended timeframe. This shall be Client's sole remedy in the event that lead guarantees are not fulfilled. Any requests to change the lead/TAL targeting mid-campaign will require a rescoping of the campaign to determine availability and updated pricing if necessary. Similarly, if changes or edits are made to a TAL or targeting criteria after SOW signature during campaign pre-launch, Company reserves the right to rescope the campaign to determine availability and updated pricing if necessary. • Lead Duplication and Lead Scrubbing: Company will use commercially reasonable efforts to eliminate all duplicate leads/registration entries against guaranteed lead counts and filter out bogus lead/registration entries from the guaranteed lead count and lead files.

Content Licensing

Content Licensing – B2B/B2C Content

Quantity	N/A
Grant of License	Subject to the terms and conditions of this Agreement, Foundry hereby grants Client a revocable, non-exclusive, non-transferable, non-sublicensable, worldwide License for the term ("Term") of this Agreement to store, use, and display the Foundry Content, as described below, for the permitted use(s) ("Permitted Use(s)") specified in this Agreement.
Prohibited Uses	Except as specifically permitted as a Permitted Use, Client agrees not to (a) redistribute, resell, license, sublicense, rent, assign, transfer, the Foundry Content in full or in part to any other party; (b) make any commercial use or exploitation of the Foundry content; (c) edit, translate or modify the Foundry Content; (c) create any derivative works based on the Foundry Content; (d) allow its employees, customers, clients, or other third-party recipients of the Foundry content to reproduce and redistribute the Foundry Content; and (e) expand the Permitted Use of the Foundry content without written approval from Foundry.
Content Delivery	Foundry will provide the Foundry Content to Client in a mutually agreeable format.

Ownership	Notwithstanding any terms to the contrary in this Agreement, Foundry retains all rights, title and ownership to the Foundry Content.
Termination	Notwithstanding any terms to the contrary in this Agreement, (a) Either party may terminate this Content Licensing upon delivery of written notice if the other party is in material breach of this Content Licensing and such breach is not cured within thirty (30) days after receipt of written notice of the breach; (b) If a party becomes insolvent, bankrupt, or enters receivership, dissolution or liquidation, the other party may terminate this Content Licensing and the License upon written notice to the other party.
Expiration/Termination	Upon termination or expiration of this Content Licensing, the rights of Client to use the Foundry Content will end. Client agrees to remove and delete all Foundry Content and cease all Permitted Use(s).

Events

EXECUTIVE DINNER

Sponsor must submit target company list in Excel format 6 weeks in advance of the event date for those targets to be included in the event campaign.

Named competitors to exclude from attendee acquisition efforts, if any, must be supplied with the signed contract (10 company maximum).

Audience Criteria (One of the below must be chosen)

A. Qualified company prospects and customers will be defined as:

- titles of director level and above
- from organizations of 500+ employees
- from all vertical industries
- *Note: Changes to title and/or employee size not permitted; TAL and/or ICP lists will not be accepted for any reason*

B. Qualified company prospects and customers will be defined as one of the below:

- titles of director level and above; from organizations of 1000+ employees from all vertical industries
- titles of director level and above; from organizations of 500+ employees from a vertical only audience
- *Note: Changes or further restrictions to the selected title and/or employee size will not be permitted. TAL and/or ICP lists will not be accepted for any reason.*

C. Qualified company prospects and customers will be defined as:

- Client ICP will focus on either: TAL, title set, industry, company size
 - a. Outreach to ICP will commence with dedicated recruitment for two weeks. Any further recruitment necessary will focus on:
 - titles of director level and above
 - from organizations of 500+ employees
 - from all vertical industries
- *Note: 8 week lead time for is required for this campaign. Guaranteed or estimated numbers of ICPs will not be provided. Changes or further restrictions to the base title and/or employee size not permitted.*

Pre-Event/Awareness

- Collaborative content development including Executive Dinner topics and “session” title
- Turn-key project management
- On-going attendee registration updates which include name, title and company name
- Sponsor may invite up to two customers/prospects to participate in the dinner
 - Any additional sponsor-driven customer registrations will count toward the overall Foundry numbers

On-Site Visibility/Networking Opportunities

- Cocktail reception for discussions/networking
- Facilitated dinner discussion by an appointed contributing editor/moderator from Foundry
- On-site presence and complete project management
- Up to two sponsor attendees, at least one at the executive level

Post-Dinner/Lead Follow-up

- Attendee and registration list with full business card information provided to sponsor.

ADVISOR INSIGHT DINNER (Base Price \$40,000):

Named competitors to exclude from attendee acquisition efforts, if any, must be supplied with the signed contract (10 company maximum) must be provided prior to finalizing quote

Audience Criteria:

Qualified company prospects and customers will be defined as:

- titles of director level and above

[Type here]

[Type here]

Updated: 11-Sep-26

- from organizations of 500+ employees
- from all vertical industries
- *Note: Changes to title and/or employee size not permitted; TAL and/or ICP lists will not be accepted for any reason*
[Initial acknowledgement here:

Pre-Event/Awareness

- Collaborative content development including Advisor Insight Dinner topics and “session” title
- Turn-key project management
- On-going attendee registration updates which include name, title and company name
- Sponsor may invite up to two customers/prospects to participate in the dinner
 - Any additional sponsor-driven customer registrations will count toward the overall Foundry numbers

On-Site Visibility/Networking Opportunities

- Cocktail reception for discussions/networking
- Facilitated dinner discussion by an appointed contributing editor/moderator from Foundry, in collaboration with Keystone advisor
- On-site presence and complete project management
- Up to two sponsor attendees, at least one at the executive level

Post-Dinner/Lead Follow-up

- Attendee and registration list with full business card information provided to sponsor.
- Executive Insight brief created by Keystone and Foundry to be used as post event strategic asset.

VIRTUAL ROUNDTABLE

Named competitors to exclude from attendee acquisition efforts (10 company maximum) must be provided by client

BENEFITS OF SPONSORSHIP

Audience Criteria may be one of the following

A. Qualified company prospects and customers will be defined as:

- titles of director level and above
- from organizations of 500+ employees
- from all vertical industries
- *Note: Changes to title and/or employee size not permitted; TAL and/or ICP lists will not be accepted for any reason*

B. Qualified company prospects and customers will be defined as one of the following:

- titles of director level and above; from organizations of 1000+ employees from all vertical industries
- titles of VP level and above; from organizations of 500+ employees from all vertical industries
- titles of director level and above; from organizations of 500+ employees from a vertical only audience **Only approved verticals**
- titles of director level and above; from a pre-approved TAL list
- *Note: Changes or further restrictions to the selected title and/or employee size not permitted*

C. Qualified company prospects and customers will be defined as:

- Client ICP will focus on one of the following: **TAL, title set, industry, company size**
 - a. Outreach to ICP will commence with dedicated recruitment for two weeks. Any further recruitment necessary will focus on:
 - titles of director level and above
 - from organizations of 500+ employees
 - from all vertical industries
- *Note: 8 week lead time for is required for this campaign. Guaranteed or estimated numbers of ICPs will not be provided. Changes or further restrictions to the base title and/or employee size not permitted.*

Pre-Event

- Complete content development including topic(s), session title and content guide
- Turn-key project management
- Audience Acquisition program inclusive of full marketing recruitment and retention campaign

[Type here]

[Type here]

Updated: 11-Sep-26

- On-going attendee registration updates which include name, title and company name

Virtual Event Execution

- 60-minute moderated virtual discussion
- Professional roundtable moderated by a Foundry contributing editor
- Participant management and complete virtual platform logistics oversight
- Up to two executive-level sponsor participants as part of the discussion

Lead Follow-up

- Full registration list with full business card information provided to sponsor.

DINNER PANEL:

Pre-Event/Awareness

- Collaborative content development including Thought Leadership Dinner Panel discussion points and marketing copy
- Turn-key project management
- Audience acquisition program executed by Foundry:
- Qualified company prospects and customers are defined as
 1. titles of manager level and above
 2. from organizations of 1,000+ employees
 3. from all vertical industries (no exclusions permitted)
 4. *Note: Changes to title and/or employee size not permitted; TAL and/or ICP lists will not be accepted for any reason*
- On-going attendee registration updates which include name, title, company name and available LinkedIn data
- Sponsor may invite up to two customers/prospects to participate in the evening event
- Any additional sponsor-driven customer registrations may count toward the overall Foundry numbers / venue capacity

On-Site Visibility/Networking Opportunities

- On-site presence to oversee logistics and registration
- Cocktail reception for discussions/networking
- Facilitated panel discussion by an appointed contributing editor/moderator from Foundry
- Sponsor to secure panelists inclusive of subject matter experts, partners and/or customers (max of 4 panelists)
- Up to three additional sponsor attendees (non-speakers)

Post-Dinner/Lead Follow-up

- Attendee and registration list with full business card information provided to sponsor.

EXPERIENTIAL EVENING EVENTS:

Pre-Event/Awareness

- Turn-key project management
- Audience acquisition program executed by Foundry:
- Qualified company prospects and customers are defined as
 1. titles of VP level and above
 2. from organizations of 500+ employees
 3. from all vertical industries (no exclusions permitted)
 4. *Note: Changes to title and/or employee size not permitted; TAL and/or ICP lists will not be accepted for any reason*
- On-going attendee registration updates which include name, title, company name and available LinkedIn data
- Sponsor may invite up to two customers/prospects to participate in the evening event
- Any additional sponsor-driven customer registrations may count toward the overall Foundry numbers / venue capacity

On-Site Visibility/Networking Opportunities

- On-site presence to oversee logistics and registration
- Foundry executive to attend and assist with hosting duties
- Cocktail reception followed by experiential activity (specific venues/options to be shared, dependent on city and space availability)
- Opportunity for welcome remarks from sponsor executive host
- Up to two additional sponsor attendees (non-speakers)

Post-Dinner/Lead Follow-up

- Attendee and registration list with full business card information provided to sponsor.

STRATEGY LAB:

Pre-Event

- Complete content development including topic(s), session title and content guide
- Turn-key project management
- Audience Acquisition program inclusive of full marketing recruitment and retention campaign
- On-going attendee registration updates which include name, title and company name

Virtual Event Execution

- 60-minute moderated virtual discussion
 - Case Study Deep Dive (20 min)
 - Live Solution Demo (20 min)
 - Open Q&A (20 min)
- Professional roundtable moderated by a NWW contributing editor
- Participant management and complete virtual platform logistics oversight
- Up to two executive-level sponsor participants as part of the discussion

Lead Follow-up

- Full registration list with full business card information provided to sponsor.

TORONTO, ON DINNER ONLY (\$33,000 USD)

Sponsor must submit target company list in Excel format 6 weeks in advance of the event date for those targets to be included in the event campaign.

Named competitors to exclude from attendee acquisition efforts, if any, must be supplied with the signed contract (10 company maximum). [List Here:](#)

BENEFITS OF SPONSORSHIP

Audience Criteria:

A. Qualified company prospects and customers will be defined as:

- titles of director level and above
- from organizations of 100+ employees
- from all vertical industries

- *Note: Changes to title and/or employee size not permitted; TAL and/or ICP lists will not be accepted for any reason*

Pre-Event/Awareness

- Collaborative content development including Executive Dinner topics and “session” title
- Turn-key project management
- On-going attendee registration updates which include name, title and company name
- Sponsor may invite up to two customers/prospects to participate in the dinner
 - Any additional sponsor-driven customer registrations will count toward the overall Foundry numbers

On-Site Visibility/Networking Opportunities

- Cocktail reception for discussions/networking
- Facilitated dinner discussion by an appointed contributing editor/moderator from Foundry
- On-site presence and complete project management
- Up to two sponsor attendees, at least one at the executive level

Post-Dinner/Lead Follow-up

- Attendee and registration list with full business card information provided to sponsor.

Standard Terms

Artwork Rights

Standard art used in the Program will be licensed third-party stock art. Artwork rights are limited to (i) use in the format and distribution specifically scoped in this Agreement, (ii) use as an element of the Deliverable, (iii) 500,000 copies on physical print items or Out-of-Home advertising campaign, and (iv) unlimited impression on digital items. Additional licensing rights for expanded use or duration of use can be included for a supplemental fee.

Advertising Terms

Unless otherwise specified on the applicable product page, the above-described Deliverables shall be governed by the 4 A's/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less—Version 3.0, which are incorporated herein by reference.

Standard Reporting

Company will provide standard reporting as part of the Campaign including but not limited to: online media (impressions served, clicks, click-through rates); custom program elements as applicable. All packages are reported based on Foundry templates; any customization will be at extra charge. Product-specific reporting variations are noted on the applicable product page.