



THIS LINKABLE INSERTION ORDER is entered into by _____ (“Agency”) or _____ (“Advertiser”) and Linkable Networks, Inc. (“Linkable” or “Omnyverse”) as of _____, 201_ with regards to the Advertiser identified in this IO and incorporates Exhibits A–C of this IO located below, and the terms of the Omnyverse Marketplace Terms for Advertiser Merchants (“Terms”) effective as of _____, 201_. This IO will remain in effect for the duration of each Offer (as specified in Exhibit A). Any capitalized terms that are not defined in this IO will have the meaning given them in the Terms. If there is a conflict between this IO and the Terms then the terms of this IO will control.

Exhibit A – CLO Services

<i>Advertiser Information</i>	
Advertiser Name	
Street Address, City, State, Zip	
Primary Contact:	
Phone:	
Email:	

<i>Agency Information</i>	
Agency Name	
Street Address, City, State, Zip	
Primary Contact:	
Phone:	
Email:	



<i>Offer Information</i>	
Offer Name	
Offer Description	
Offer Start Date	
Offer End Date	
Authorized Distribution Channels	<input type="checkbox"/> Public Offer: <input type="checkbox"/> Private Offer: Please specify publishers: <hr/> <hr/> <input type="checkbox"/> FSI – requires separate LOC and Terms
Publisher Fee:	___% Transaction value for each qualified redeemed offer or \$___ for each qualified redeemed offer
Offer Type	<input type="checkbox"/> Whole Store <input type="checkbox"/> SKU (see Exhibit C): Specify Participating Retailers acting as Redemption Sites: _____
Consumer Incentive	
Offer Terms and Conditions (see Exhibit C)	
Offer Creative	Please attach offer creative or provide under separate email.
Consumer Email Required in reporting	<input type="checkbox"/> No <input type="checkbox"/> Yes: Offer Terms and Conditions must include the following: “By redeeming this Offer, you are authorizing Linkable Networks Inc. to share your email address and specific data associated with the redemption of this Offer with <Advertiser Legal Name>. “



Exhibit B

Payments

Payment & Billing Information	
Linkable Marketplace Fees:	3% Transaction value for each qualified redeemed offer
Billing Information of Agency / Advertiser	
Total Budget / Link Limit	Budget: _____ and Redemption Limit _____. Your offer Terms and Conditions must include the following: “Offer availability is limited to the first <Redemption Limit> consumers who redeem this offer”
Linkable Payment Information	Linkable Networks, Inc. 51 Melcher St. Boston MA 02210 Attn: Accounts Receivable
Initial Advertiser Deposit for Consumer Payments, Publisher Fees and Marketplace Fees.	\$2,500
Advertiser Deposit Minimum Balance Deposit – Settlement Funding	The greater of \$2,000 or 1.5 times the aggregate of Your prior month’s Publisher Payments, Consumer Payments and Marketplace Fees.

Exhibit C

Additional Terms:

1. Merchant participating in the redemption of Your Linkable SKU Offer must license Omnyverse’s SKU Matcher™ tool by agreeing online to the SKU Matcher™ License set forth at <https://omnyverse.com/skumatcher> and installing and implementing SKU Matcher™ prior to Your posting any such Linkable Offers. You must confirm with Linkable that participating Merchant is prepared to redeem Your offer prior to posting Your Linkable SKU Offer within Omnyverse.
2. Advertisers wishing to receive consumer’s email addresses must include the following language in the Offer Terms: **“By redeeming this Offer, you are authorizing Linkable Networks Inc. to share your email address with <Advertiser and/or Agency legal name>”**. For avoidance of doubt, nothing in this IO authorizes or permits Advertiser to use such consumer email addresses for any purpose other



than confirming redemption of Advertiser's Offer, verifying purchases of Advertisers products, goods and services and assessing the performance of Advertiser's Offer. If Advertiser desires to use such email addresses for any other purposes, including marketing purposes, Advertiser agrees to do so in accordance with its privacy policy and Applicable Laws, including but not limited to, obtaining the consumers' permission via a legally required opt-in

3. Advertiser wishing to limit the number of redemptions must include the following language in the Offer Terms: ***"Offer availability is limited to the first <Redemption Limit> consumers who redeem this offer"***
4. The Consumer Terms shall also include details with respect to refunds, returns, cancellation and expiration terms, redemption, fulfillment and customer service.

If signing as an Agency, I affirm that the Agency is fully authorized to act as an agency for the Advertiser listed above and has full authority to bind them to this IO and the associate Terms. I have fully read and agree to the IO and the associated Terms.

Agency: _____

Advertiser: _____

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____