

Third Party Ad Serving

Third Party Ad Servers Terms & Conditions:

Ad Deployment

Advertiser may serve advertisements through a third-party ad serving system (in areas of the MediaBrains Directory Network where such option is available), using only the third-parties who appear on MediaBrain’s currently approved third-party ad server list, which may be amended by MediaBrains from time to time.

Ad formats accepted by third party ad servers vary; however, most accept formats including Leaderboards, Medium Rectangles and 3:1. MediaBrains does not accept any rich media banners including, expandable ads, floating ads, video ads, video banners, synchronized banners, peelbacks, etc.

Tracking & Accountability

Advertiser may serve advertisements through a third-party ad serving system, however MediaBrains is not responsible for the reported traffic that is tracked through the approved third-party company. Advertiser must also submit login information to MediaBrains so that we can view the traffic results of the said campaign. Advertiser is responsible for maintaining the integrity of the creative that is portrayed through the ad serving. MediaBrains also reserves the right to pull down any third-party ads based on creative that is displayed.

Approved Third-Party Ad Serving Companies

Ad Dynamix	Bluestreak	Mediaplex	Travelzoo
AdShuffle	DoubleClick	Nextag	Trueeffect
AdTeractive	Euniverse (Alena)	QuickFlick	ValueAd
Advertising.com	Falk	Real Media	X+1 (Poindexter)
Atlas DMT	Fastclick	Right Media	Zedo

Sample Third-Party Java-Script

Java-Script Third-Party Ad Serving

```
<script type="text/javascript" language="JavaScript">
document.write('<a href="http://xxxx.com/xxx/xx/116199473/xxxxx;wi.728;hi.90/01/" target="_blank"><iframe scrolling=no frameborder=0
height=90 width=728 src="http://xxxx.xxxxx.com/xxxx/xxxxx/116199473/xxxxx;wi.728;hi.90/01/?cb=@@GUID"></iframe></a>');
</script><noscript><a target="_blank" href="http://xxx.xxxxx.com/xxx/go/116199473/xxxxx;wi.728;hi.90/01/"><img src=
"http://xxxxx.xxxxxxx.com/images/transparent.gif" border="0"></a></noscript>
```