

Terms and Conditions for Advertisers

GAMING ALERTS LTD CONDITIONS OF SUPPLY OF SERVICES

- 1) All Advertisers are encouraged to send their creatives to Gaming Alerts Limited as soon as possible after signing IO. This especially applies to Text Links and Text in boxes, so Gaming Alerts Limited can assure the Text Link fits on 3 lines of the right column (may take several email iterations with advertiser to get it to fit). By sending creatives early, advertiser gives Gaming Alerts Limited time to prepare advertiser's creatives, so the start date is not delayed.
- 2) Advertisers are welcome to make changes to their content, but with a frequency of no more than once every two weeks during their advertising period (e.g. 2 times per 30 day window).
- 3) Advertisers are welcome to send more than one banner (but no more than four banners) to occupy a Main Banner or Side Banner slot, for no additional charge. So if you submit four Main Banners each banner would be shown $\frac{1}{4}$ of the time your advertiser Main Banner slot is displayed) for no additional charge. This is useful to the advertiser for determining which banner(s) perform more effectively and for tuning advertiser's campaign. Changes can be made once every 2 weeks, according to #2 above.
NOTE- This only applies to Home Page Advertiser's Main Banners & Side Banners.
- 4) All Advertisers cannot run a banner or link which downloads directly from any of the sites owned and operated by Gaming Alerts Ltd. All downloads must be from the advertiser's site.
- 5) Advertisers may not cancel advertising anytime from when the IO is signed. Refunds will not be given under any circumstances.
- 6) If any Advertiser submits any creative or campaign that Gaming Alerts Limited find objectionable for any reason, Gaming Alerts Limited reserves the right to refuse to display such creative or campaign. If this case arises, Gaming Alerts Limited may choose to contact the advertiser to arrange an acceptable replacement. Gaming Alerts Limited's decision whether to display any creative or campaign is final.
- 7) All Advertisers indemnify Gaming Alerts Limited against any legal action arising from the creatives or content Advertiser supplies. Further, Advertiser warrants that they will cover any legal expenses that Gaming Alerts Limited incurs to defend themselves relative to any creatives or content that Advertiser supplies.
- 8) If any Advertiser adds another site in their creative content other than the site this IO specifies (in the top Insertion Order box) without prior written arrangement with Gaming Alerts Limited, then Advertiser has violated this contract and has given reason for immediate termination of campaign without any refund.
- 9) All Advertising for contracted space over time on Gaming Alerts Limited is on a pre-paid basis, in GBP£ for the amount shown. Agencies need to add their fees onto this amount. Please allow time for your payment to arrive before your desired start or renewal date (BankWires can take up to 10 business days!). Campaign will not start until funds and signed IO are received, and creatives are received and/or

uploaded.

10) These terms shall be governed by the laws of England. Any claims, legal proceedings or litigation arising in connection with this insertion order will be brought solely in the courts of England, and the parties consent to the jurisdiction of such courts. No agreement takes precedence over these IO terms.

11) By signing the IO you agree to these terms and conditions.