



## Advertising Policy

The following guidelines have been established by Sojern to govern various aspects of Advertising. For these purposes, "Advertising and Advertisements" include banner, button, and contextual Advertising, Sponsorship Messages, and Promotions. These regulations govern issues such as acceptance of Advertisements and Promotions by Sojern, the manner of display of Advertisements and Promotions on the Sojern Site(s), and the removal of Advertisements and Promotions from the Sojern Site(s). Sojern has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with Advertising and Promotion on the Sojern Site(s). Sojern may change this policy at any time in its sole discretion by posting a revised policy to the Sojern Site(s).

1. Sojern has sole discretion for determining the types of Advertising and Promotion that will be accepted and displayed on the Sojern Site(s), and under no circumstances shall Sojern's acceptance of any Advertisement be considered an endorsement of the product(s) and/or service(s) advertised or for the company that manufactures, distributes, or promotes such product(s) or service(s).
2. Sojern will not accept Advertising that, in Sojern's opinion, is not factually accurate and in good taste. Sojern will not permit at any time the placement of any Advertising for illegal or objectionable products. Advertising must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, handicap and political or religious affiliation.
3. Advertising cannot resemble Airline website, or solicit or collect, or appear to solicit or collect, any personally identifiable information from visitors without their knowledge.
4. Advertising must not be related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, airlines, political or religion. Advertisements cannot mimic news headlines in design, tone, third person sentence structure or topic.
5. Advertisers must only offer products or services which are readily available for purchase at the advertised price (with noted tax and delivery fees). Advertiser must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement unless Advertiser has obtained prior approval. The Advertising must also clearly identify the advertiser. Any Advertising that could be misconstrued as editorial content will be clearly labeled as Advertising.
6. Sojern recognizes and maintains a distinct separation between Advertising content and editorial and decision making content. All Advertising content on the Sojern Site(s) shall be clearly and unambiguously identified as such, and Sojern will not run any Advertising on the Sojern Site(s) which is not so identified. Additionally, Sojern retains the right to dictate the form and substance of all editorial content appearing on the Sojern Site(s).
7. Sojern reserves the right to reject, cancel, or remove at any time any Advertising from the Sojern Site(s) for any reason, where the Advertisement Materials or the site to which the Ad is linked. Sojern will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising, together with an explanation following the rejection, cancellation, or removal. Sojern also reserves the right to determine the appropriate placement of the Advertising on the Sojern Site(s).
8. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. Sojern will not monitor compliance with applicable laws and regulations. Sojern reserves the right to review all Advertising for compliance with applicable laws and regulations and, if Sojern becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, Sojern may remove the Advertising.
9. No Advertising shall be permitted which may injure the good name or reputation of Sojern, Sojern Site(s), partners or affiliates.



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