

RECURRING TEXT LINK ADVERTISING (1, 3, 6 or 12 mo. terms)

TEXT LISTING AD CREATIVE & CONTENT REQUIREMENTS

Your **text listing adv.** will be activated on a requested site page if space is available and if it adheres to the following conditions:

1. Your organization and/or client must be a legitimate business offering viable products or services that would be of likely interest or benefit to our audience (i.e., no phishing, scams, pyramids, fraud, etc.).
2. Your **“text link ad creative”** cannot be gimmicky, false or misleading in any way.
3. Your **“text link ad creative”** cannot redirect our audience to any harmful, inappropriate, phishing, spyware, security risk, potentially offensive or significantly anti-MPN web site.
4. Your overall campaign and **“text link ad creative”** must adhere to the overall theme and focus of our network, and potentially be of interest to some segment of our progressive audience.

TERMS & CONDITIONS

1. MPN typically **will not** offer any **“refunds”** once a campaign has been activated.
2. MPN reserves the right to terminate any campaign which is initially activated, but is later changed (intentionally or not) such that it has become non-compliant. If such occurs, we typically **will not** offer any type of refunds (full or partial).
3. Unless cancelled, agreements will automatically renew based on the original term period (i.e., 1, 3, 6 or 12 mos.).
4. Either party can choose to terminate a campaign for any reason or no reason by notifying the other via e-mail, phone, fax or mail. The notification should occur at least one business day before the end of the current period expiration date.

PAYMENT OPTIONS & AD ACTIVATION

If there's any doubt **uncertainty** regarding whether your content is fully compliant with the above requirements, we can review and approve your test listing creative and click-thru redirect URL **in advance** to ensure compliance before you make a payment.

However, if you firmly believe that your client's campaign fully adheres to the above requirements, you can proceed as follows:

1. Make your payments via a **PayPal “Send Money”** transfer to advertise@mpnmail.com.
2. Automated Online e-Commerce Payment (Credit/Debit card) - <http://www.MPNsite.com/startpayment.asp>
 - Please inform in advance so that a **“custom” menu item** can be added for you to make your recurring payments.
3. Once your payment has been processed, send us your **text link ad creative (200 characters or less)** and any click-thru link, and we will activate and validate it, and send you a confirmation.

Thanks in advance for sharing your client's ad campaign with our progressive audience. We wish you and your client all the best and much success, and hope that this is the beginning of an ongoing and mutually beneficial alliance going forward. Please e-mail or phone us if you have any questions.

Minority Professional Network, Inc.

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The Global Career, Economic, Lifestyle & Networking Resource
Portal for Progressive Multicultural Professionals

Marketing, Advertising, Recruitment, Event Planning & Training
Solutions for Diversity-focused Organizations

Wholly owned brands or subsidiaries include:

MPN ■ MPN Consulting Services ■ MPN Diversity Recruiters ■ MPN Event Planning & Marketing Services

Wholly owned web domains include:

www.MinorityProfessionalNetwork.com

www.MPNsite.com ■ www.mpnDiversityJobs.com

MulticulturalProfessionalsNetwork.com

DiversityProfessionalNetwork.com