

LifeZette Advertising Guidelines

The following Guidelines lay out the standards that govern *LifeZette's* relationship with its advertising partners as well as the relationship between editorial and advertising content. We believe it is critical for *LifeZette* to maintain editorial integrity and the trust of its readers.

GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served on *LifeZette* and its affiliates (hereinafter "*LifeZette*"). This also includes ads purchased under AAAA/IAB Standard Terms and Conditions.

- *LifeZette* will not allow any relationship with an advertiser to compromise *LifeZette's* editorial integrity.
- All advertising must be clearly be differentiated from editorial content through a distinguishable border or a label such as "Sponsored" or "Advertisement".
- Advertising partners must ensure that their ads comply with all applicable laws, regulations, and guidelines.
- Advertising will be removed at the sole discretion of *LifeZette* if we believe it to be it to contain false or unlawful content.
- *LifeZette* may refuse or remove any advertising that does not align with the *LifeZette* brand or if, in our opinion, the advertisement is believed to bring damage to *LifeZette's* brand.
- *LifeZette* users will retain the right to mute any audio that is generated from advertising at all times.
- Examples of advertising *LifeZette* will not accept:
 - Advertising that *LifeZette* finds indecent, vulgar, suggestive, profane, or offensive.
 - Advertising for illegal products or services
 - Advertising that contains text advocating violence or aggression against any individual, group, or organization.
 - Advertising that *LifeZette* believes is inflammatory.

All advertising agreements or contracts must include the standard terms and conditions from *LifeZette's* Insertion Order, which will supersede any Agreement between *LifeZette* and its advertisers, including the AAAA/IAB Standard Terms and Conditions. At the sole discretion of *LifeZette's* executive team, *LifeZette* may remove advertising content at any time if the content appears to violate any of the policies mentioned in these guidelines. *LifeZette* does not need to provide notice prior to removing advertising content even if the content has already been accepted or displayed on *LifeZette* owned and operated website properties.

SPONSOR CONTENT GUIDELINES

The guidelines for Sponsor Content on *LifeZette* also fall under all of the general guidelines listed above. Sponsored content cannot be misleading and must be relevant to the ultimate offer. The *LifeZette* integrated marketing team will work in conjunction and with varying involvement with the advertiser/agency to create sponsored content for *LifeZette* owned and operated

properties. The advertising content does not necessarily reflect the views of LifeZette's editors. As such, all sponsored content will be labeled accordingly with either "Advertisement" or "Sponsored Content". LifeZette may also choose to further explain a sponsored content piece on LifeZette owned and operated properties to ensure any lack of confusion with LifeZette readers. LifeZette, as stated in general guidelines, will make sure sponsored content is clearly differentiated from LifeZette editorial content.

LifeZette may reject or remove any Sponsored Content at any time that LifeZette believes is inconsistent with or could bring damage to the *LifeZette* brand.

LifeZette may enable readers to comment on Sponsor Content on *LifeZette's* sites. If reader comments are enabled, only LifeZette will retain the ability to moderate reader comments.