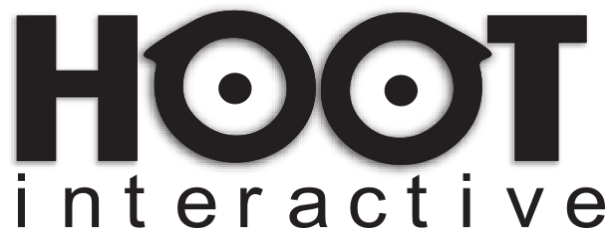


Last Updated: June 5, 2023



HootVid For Dynamic Video Ads Pricing Schedule 2023

Tier	CPM Rates	Monthly Impressions – *overall account level
Default Tier 1	\$3.00	100,000
Tier 2	\$2.75	250,000
Tier 3	\$2.50	500,000
Tier 4	\$2.25	1,000,000
Tier 5	\$2.00	2,000,000

Advertiser Monthly Minimum \$300

Each advertiser will be billed either the calculated CPM fees or the monthly minimum, whichever is greater.

CPM Tiers

CPM tiers are based on the combined impressions across all advertisers in the client account. For example, if three advertisers each had 100,000 impressions, then all would qualify for the Tier 2 CPM because the total (300,000 imps) exceeded the Tier 2 minimum (250,000 imps).

Payment Terms

Each billing period's fees will be invoiced at the beginning of following month. Invoice payments are due upon receipt. We do not prorate fees for partial months. If an advertiser receives impressions at any point within the month, they will be considered an "active" advertiser and will be charged the monthly minimum or CPM fees, whichever is greater.

Training & Support

Training for new users and ongoing support is included in the cost of the service. Training is provided via remote web conferencing. Support is available via email between the hours of 8am and 5pm Central time.

HootVid For Dynamic Video Ads – Add-ons

- Voice-over - \$150 – one-time fee
- Non-Automotive Website Indexing - \$100 – per month
- Automotive Website Indexing - Included