

BANNER TYPE	DIMENSIONS	FILE SIZE (Max)	LOOPING	RICH MEDIA
Leaderboard	728x90	50k	:15	Yes
Box Ads	300x250	50k	:15	Yes
Skyscrapers	120x600/160x600	50k	:15	yes
Half page Ad	300x600	50k	:15	Yes
Tradebars	88x31	2k	:15	Yes
Popup/unders	300x250/336x280/720x300	50k	:15	Yes
Intro Messages	640x480	50k	:15	Flash
Interstitial	Determined on a case by case basis			:15 Yes
Textlinks	60 characters text with url	n/a	n/a	text only

Streaming ads are due ten (10) business days prior to start of schedule.;

RDSK

all other creatives are due in-house five (5) days prior to start of schedule.

CPM

Homepage can only accommodate non-expandable, 300x250 box ads.

Inventory

All inquiries and creatives should be sent to: webads@bloomberg.com

Creative

Please provide separate creatives and tags for bonus impressions.

ORDERS FOR ADVERTISEMENTS: All orders or other requests for advertising, whether from an advertiser ("Advertiser"), or as applicable from an advertising agency or agent on Advertiser's behalf ("Agency"), are governed by these standard terms and conditions. No other conditions, provisions, or terms of any sort appearing in any writings or other communications made in connection with such orders, including without limitation, those contained on or accompanying checks or other forms of payment, shall be binding on Bloomberg L.P. ("Bloomberg"), whether in conflict with or in addition to these standard terms and conditions. Orders that quote rates that vary from the rates listed in the accompanying Insertion Order card shall not be binding on Bloomberg, and shall be deemed requests for advertising at then-current rates. Orders are binding on Advertiser and Agency and not subject to cancellation, except as provided below under Cancellation.

ACCEPTANCE: Bloomberg's offer to publish advertisements for Advertiser or Agency is made on these standard terms and conditions only, and the placement or other communication of an order for advertising with Bloomberg shall constitute Advertiser's and Agency's unconditional acceptance of these standard terms and conditions; no acceptance shall be effective until it is received by Bloomberg. Bloomberg reserves the right not to publish any advertising at any time in its sole discretion. Failure by Bloomberg to publish any requested advertisement does not constitute a breach of contract or otherwise entitle Advertiser or Agent to any legal remedy.

CANCELLATION: Advertiser or Agency may cancel any advertisement ordered at any time after the first thirty (30) days of the campaign on fourteen (14) days' advance written notice to Bloomberg. Notwithstanding the foregoing, Advertiser or Agency may not cancel a sponsorship that is scheduled to run for three (3) months or less. In the event of such cancellation of any advertising or sponsorship, all discounts for volume and length of purchase (i.e., the discounts identified in the Insertion Order) previously granted shall be rescinded, the price applicable to any delivered impressions shall be adjusted to Bloomberg's then-current full rate card price, and Advertiser and/or Agency shall pay to Bloomberg, within thirty (30) days after the advertisement is terminated, all amounts not yet paid (as determined in accordance with the higher price calculation) for such impressions delivered. Bloomberg may cancel any advertisement at any time, with or without cause, upon notice to Advertiser and/or Agency. In the event of such cancellation by bloomberg, advertiser's and agency's sole remedy will be a refund of any pre-paid fees in excess of the fees owed to bloomberg for the impressions delivered prior to cancellation and within thirty (30) days after bloomberg's notice of cancellation. In the event that impressions are not the relevant standard herein, advertiser's and agency's sole remedy will be a pro-rated refund for the period of time beyond thirty (30) days after cancellation. This release of advertiser's and/or agency's commitment is advertiser's and agency's sole remedy and bloomberg shall have no other liability of any nature to advertiser or agency.

RESPONSIBILITY FOR ADVERTISEMENTS: Each of Advertiser and Agency represent and warrant to Bloomberg that it is fully authorized to use and publish the entire contents and subject matter of all requested advertisements (including, without limitation, all text, graphics, video, voice, audio, data, music, URLs, and sites to which URLs are linked), and that all such materials will comply with all applicable laws and regulations. No advertisement shall contain any X-rated, obscene, libelous, defamatory, or otherwise unlawful material, any promotion of drug-related paraphernalia, cigarettes, or any materials dangerous to the public (i.e., bomb-making instructions). In consideration of the publication of advertisements, Advertiser and Agency jointly and severally agree unconditionally to indemnify and hold harmless Bloomberg and its affiliates, and their respective officers, agents and employees, from and against any and all loss, liability and expense (including reasonable attorneys' fees) suffered or incurred by reason of any claims, proceedings or suits based on or arising in connection with the contents or subject matter of such advertisements, including without limitation claims for defamation, violation of rights of publicity and/or privacy, copyright infringement, and trademark infringement.

POSITIONING AND STYLE: Except as otherwise specified by Bloomberg, all order provisions regarding positioning of advertisements shall be treated as requests, which requests shall be fulfilled at Bloomberg's sole discretion. Bloomberg may modify the look and feel of its web site; such modifications and any corresponding changes concerning advertisement placement, shall not constitute a breach of this Agreement. Bloomberg may in its sole discretion label any advertisement as an "advertisement" for clarification.

LINKS TO INTERNET SITES: Advertiser and Agency each warrant and represent to Bloomberg that each Internet site identified by URLs in advertisements: (i) is controlled by Advertiser and operated by Advertiser and/or its independent contractors, (ii) will be functional and accessible at all times, and (iii) is in compliance with all applicable laws and regulations, and suitable in all respects to be linked to from the applicable site containing the advertisement. Bloomberg may test Advertiser's URLs, and in Bloomberg's sole discretion may remove any URLs at any time that fail to comply with the above requirements.

COMMITMENT; PAYMENT TERMS: By submitting an order for advertising to Bloomberg, Advertiser and Agency agree to be jointly and severally liable for the cost of such order. Advertiser and/or Agency will pay Bloomberg the total fee due hereunder in equal payments allocated over the number of months the advertisement is to run. Each payment is due by each monthly anniversary of the date on which the first impression is delivered. All unpaid advertising fees shall accrue interest at the rate of 1½% per month until paid, or the legal maximum, whichever is less. In addition to all other available rights and remedies, Bloomberg may cancel and remove any advertisement which is not paid for on a timely basis.

COUNTS; THIRD PARTY SERVINGS: Bloomberg counts advertisements delivered based on advertisements request/insertion, and Bloomberg will issue any tracking reports on that basis. Bloomberg reserves the right to refuse advertising buys from third parties that require advertisements to be served and measured from that third party's servers.

Disclaimer of warranty and liability; no damages: all services provided to advertiser and/or agency that are the subject of these terms and conditions are provided without warranties of any nature, and bloomberg disclaims all warranties, express or implied, including without limitation any implied warranties of merchantability and fitness for a particular purpose. In no event shall bloomberg be liable for any consequential, indirect, incidental, or special damages whatsoever, including, without limitation, damages for loss of profits, business interruption, loss of or unauthorized access to information, and the like, even if bloomberg has been advised of the possibility of such damages. In no event shall bloomberg be liable to advertiser and/or agency for an amount in excess of the total dollar amount actually received by bloomberg from advertiser and/or agency for the advertisement(s) at issue.

NO USE OF BLOOMBERG'S NAME: Each of the Advertiser and Agency agree not to make any promotional or merchandising references to Bloomberg, any of its products or services, or its affiliated companies in any way except with the express written permission of Bloomberg for each such use.

GENERAL PROVISIONS: These terms and conditions are governed by the laws of the State of New York, USA, applicable to agreements made and performed entirely in New York. Advertiser and Agency consent to the exclusive jurisdiction and venue of courts in New York County, New York for all disputes arising out of or relating to the subject matter hereof. No joint venture, partnership, employment, or agency relationship exists between Advertiser and/or Agency and Bloomberg. Bloomberg shall not be deemed to have waived or modified any of these terms and conditions except by a writing signed by its duly authorized representative. Neither Advertiser nor Agency may assign its rights hereunder to any third party unless Bloomberg expressly consents to such assignment in writing. In the event that any provision of these standard terms and conditions is found invalid or unenforceable pursuant to judicial decree or decision, the remaining provisions shall remain valid and enforceable, and the unenforceable provisions shall be deemed modified to the extent necessary to make them enforceable. Unless specifically stated otherwise, the applicable territory for the advertising shall be the United States version of the Bloomberg Web Site only. Bloomberg may send electronic mail to Advertiser and/or Agency for any notices or notifications. All notices to Bloomberg relating to any legal claims or matters must be made in writing to Bloomberg L.P., 731 Lexington Avenue, New York, NY 10022, Attention: Carroll Kaschak, with a copy to Bloomberg L.P., same address, Attention: Karl Kilb, Esq.