



## **NOBID AD EXCHANGE DEMAND ADDENDUM**

NoBid has contracted with OpsCo LLC, a Florida limited liability company (“OpsCo”), for OpsCo to be the source of Advertiser demand sourced from Google AdExchange demand (“OpsCo ADX Demand”) by the NoBid services provided to Publisher.

By signing this ADX services addendum (“OpsCo ADX Addendum”), Publisher acknowledges and agrees to the following:

1. Upon execution of this OpsCo ADX Addendum, OpsCo will issue an electronic invitation to Publisher requesting Publisher permission allowing the OpsCo ADX Demand source to be linked to Publisher’s supply, and Publisher will approve this OpsCo request to link and activate the OpsCo ADX Demand.
2. Once linked and activated by Publisher the OpsCo ADX Demand will be included in the services being provided to Publisher under the terms of Publisher’s NoBid insertion order.
3. OpsCo will pay all Publisher gross revenue earned from the OpsCo ADX Demand (“OpsCo ADX Gross Revenue”) to NoBid.
4. All other terms pertaining to this OpsCo ADX Addendum shall be the same as set forth in the NoBid insertion order(s) to which this addendum is attached.

### **Publisher Signature**

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Publisher Company Name:

Publisher Signer Name:

Title:

Date:

Signature:

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