

# WE'LL GIVE YOU HALF OFF

UP TO 3 MONTHS OF  
SEARCH OR SOCIAL ADS\*

## 50% OFF FOR NEW CAMPAIGNS

- Half off the first 2 months\* when you sign a 6-month commitment
- Half off the first 3 months when you sign a 12-month commitment
- Maximum credit of \$12,500 per month

## 50% OFF FOR INCREASED CAMPAIGNS

- Half off the increased amount of the first 2 months\* when you sign a 6-month commitment
- Half off the increased amount of the first 3 months when you sign a 12-month commitment
- Maximum credit of \$12,500 per month

**REACHLOCAL** |

PART OF THE USA TODAY NETWORK

**LOCALiQ**

*\*This promotion is available only to advertisers in the United States and Canada. This is a one-time, non-transferable promotion. To participate in the promotion, eligible advertisers must sign up for (i) at least 6 Cycles of Search Marketing or Social Ads in order to receive 50% off of 2 Cycles or (ii) at least 12 Cycles of Search Marketing or Social Ads in order to receive 50% off of 3 Cycles. As used herein, such committed 6 or 12 Cycles of Search Marketing and/or Social Ads services are referred to as the "Initial Cycles"; the first 2 Cycles, with a commitment of 6 Initial Cycles, or first 3 Cycles, with a commitment of 12 Initial Cycles, on which advertiser receives a 50% credit are referred to as the "Discounted Cycles". Cycles of Search Marketing or Social Ads are typically 25-30 days. A new campaign of ReachSearch or ReachSocial Ads will not be eligible for this promotion if the advertiser cancels or reduces the budget of another campaign within 30 days of signing up for the eligible campaign of Search Marketing or Social Ads (the "Eligible Campaign") or if the advertiser moves budgets from other ReachLocal solutions to Search Marketing or Social Ads. If an eligible advertiser increases the budget of an existing Search Marketing or Social Ads campaign, only the increased portion of the budget shall be deemed the Eligible Campaign for purposes of calculating the Discounted Cycles. Eligible participants in the promotion will receive a credit equal to 50% of the Discounted Cycles' budget in the same Cycle, up to a maximum credit of \$12,500 per Cycle. Promotional credits have no intrinsic value and are not redeemable for cash. After completion of the Initial Cycles, the Eligible Campaign will continue indefinitely until canceled in accordance with the ReachLocal, Inc. Online Marketing Services Terms and Conditions. If the Eligible Campaign is terminated prior to completion of the Initial Cycles or paused for more than 30 days (or paused for more than 10 days due to advertiser's failure to pay any amount due), in addition to being subject to any other applicable cancellation fees, advertiser will either forfeit or be required to repay to ReachLocal the full amount of the promotional credit. Reductions in campaign budget or spend rate will not be permitted during the Eligible Campaign's Initial Cycles. Except in connection with a 13th month free promotion already in place, this promotion cannot be combined with any other credits or promotions and is offered only so long as supplies last. This promotion begins September 1, 2018 and expires December 31, 2018. Eligible Campaigns must go live by January 15, 2018.*

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