Adlook

SETTLEMENT MODELS LIST

"**Settlement Models**" - models described below in which Services can be billed. The Settlement Model applicable for particular Services will be specified in the Campaign Order.

a) **CPC** - remuneration is calculated in net amount as a product of the number of clicks made by the Users and the rate for a click specified in the Campaign Order;

b) **CPM** – remuneration is calculated in net amount by multiplying the CPM rate by the number of CPM units (one thousand impressions);

c) **CPCV** – remuneration is calculated in net amount by multiplying the CPCV rate by the number of completed impressions defined as an impression where a video creation was played in at either 25%, 50%, 75% or 100% of its total duration, as agreed for a specific Service in the Campaign Order;

d) **vCPM** – remuneration is calculated in net amount for:

    a. **Streaming Video** - by multiplying the vCPM rate by the number of vCPM units (one thousand in-view impressions whereas in-view impression is defined as an impression where at least 50% of the player is visible on-screen and the page in focus for at least two continuous seconds);

    b. **Display** - by multiplying the vCPM rate by the number of vCPM units (one thousand in- view impressions whereas in-view impression is defined as an impression where at least 50% of the banner creation – or 30% if the banner creation is as large or larger in area than 970x250 - is visible to users for at least one continuous second.