

DATE: _____

Dear Interactive Advertising Bureau:

This is to confirm that, to the best of my knowledge, _____ (company name) is compliant to the Product Guidelines checked below. I also understand the definitions of compliance as stated with each product description and that complaints registered with the IAB regarding non-compliant offerings will be investigated and may result in the revocation of one or more seals.

Please verify (check) that you meet the minimum standards for each:

Rich Media Creative Guidelines

(VAST) Digital Video Ad Serving Template

Universal Ad Package (UAP)

(VPAID) Video Player-Ad Interface Definitions

Digital Video Ad Format

Only check those that you comply with.

Upon approval by the IAB you will be provided with the appropriate compliance seals for your use. The IAB reserves the right to change the requirements for compliance in the future and will provide reasonable notice to you with the opportunity to maintain compliance. The IAB will revoke permission to use, and you must cease using, the compliance seal(s) if you no longer comply with the IAB's standards.

To find compliance requirements for each of the above guidelines, go to
http://www.iab.net/iab_products_and_industry_services/508676/compliance

<p>Please sign and fax to IAB c/o Jessica Ramirez at (646) 607-9129</p> <p>Contact:</p> <p>Jessica Ramirez Coordinator, Industry Services Email: Jessica@iab.net Phone: 212-380-4729 eFax: 646-607-9129</p>	<p>For Company:</p> <p>Signature</p> <p>Print Name</p> <p>Title</p> <p>Company</p> <p>Address</p> <p>email</p> <p>Phone</p>
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