

**Q. Is any member/visitor personal data being collected and shared?**

**A.** No. Personally identifiable information (PII) which includes full name, address, email, date of birth, etc... is not collected or shared as part of the programmatic sales process. All data excludes any PII and is more around behavioral and geographical information.

**Q. Can I block certain advertisers or types of ads from showing on the site?**

**A.** Naylor will be blocking any sensitive ad types. We can provide you a list of those ad types. If you would like to block any specific companies or ad types, our programmatic team can have a call to discuss options. Keep in mind the more you block, the less revenue opportunity you have. So we want to accommodate any blocks due to conflicts of interest or competitors, but keep the ad types as broad as possible to maximize revenue. Ads are sold by impression, so the ads that show for a particular visitor will be relevant to them.

**Q. Will I have the chance to review and approve all advertising before it is posted?**

**A.** While you won't be able to see every ad before it shows on the site, we can block certain advertisers or ad types that you feel are inappropriate. We also restrict the type of ad copy allowed so that we don't sell any rich media ads that are intrusive to your website or bothersome to the visitor. All ads will be within the specs we agree upon in the mock-up prior to implementation. Keep in mind that the ads showing will be specific to the site visitor, so they will be relevant to them.

**Q. How long does it take to get our site set-up and sales started?**

**A.** If we are implementing ads or retargeting on a site we host (career center or AMS client website) the implementation will take 2-3 business days once the agreement is signed. If we are also implementing ads or retargeting on a site do not host, turnaround time will depend on the ability for your web administrator to implement the necessary coding. Once they place the code, there will be no further actions needed on their side during the sales process.

**Q. What can I do to maximize the revenue I receive through programmatic sales?**

**A.** Ad sizes and positioning on the site are most important. Ad sizes must be IAB (Interactive Advertising Bureau) standard sizes. We will work with you to see if there is space on your current site layout to implement ads. For career centers, we have developed a new template that you could transition to which will ensure you have prominent ad place that will command a high CPM. We can transition your career center to this template at no cost to you.



**Q. Is there a prioritization to how you sell the ads?**

**A.** Yes, we will sell all direct sales (guaranteed impressions based on a contract signed between the advertiser and our sales team).

Next, we open up the ad inventory to be sold in a real time bidding (RTB) environment to our Private Marketplace (PMP). Private Marketplace is a controlled live auction where we invite particular companies, agencies and trading desks to get first right to bid on our inventory. Those in the private marketplace will be paying a premium to get first opportunity at the impressions, which means they will fully understand the association space and the inventory Naylor's ad network represents.

Lastly, if an impression is not sold through direct or PMP, we will allow the inventory to be sold by open exchange. This is also a real time bidding environment, but sale will yield the lowest price. Our goal is to sell as much of the inventory through the first two buckets to maximize the amount of revenue return you see. This will improve over time as we get to know the makeup of your site traffic so we can create targeted segments for advertisers.

