## Excerpts, selected by the HELP Committee, from a larger document produced by the company

Rasmussen Colleges, Inc. **Document 6, Page 1** 

## Lead Generation Insertion Order

		無波 [	US Network	Order No.	LG 968
					,
Advertiser					
Client ID	341		Contact Name	Redacted b	y HELP Committe
Client	Rasmussen College, Inc.		Contact Email		
Address	8550 Hudson Blvd North		Contact Phone		
City	Lake Eimo		Tech Contact		
State	MN		Name		
Zip Code	55042		Email		
Telephone	Redacted by HELP Committee		Phone		
Clash Media				—— Dadaatad b	, UELD Committe
Sales Person	Redacted by HE	ELP Committe	Account manager	Redacted by	y HELP Committe
Email			Email		
Telephone			Telephone		
Campaign Details					
OfferName	Rasmussen Online	Offer Type	Custom		
Price	\$40.00	Exclusive	No		
CAP	100 leads per month				
Minimum Spend		0 Max Spend		0 AutoResponde	r No
Offer Description					
Lead Delivery					
Method	НТТР	Format	Other	Frequency	RealTime
Return Policy	ns, 20% scrub rate, Phone Verified Le		· · · · · · · · · · · · · · · · · · ·	<u></u>	
	·				
See Terms in attache	d word document.				
	Redacted by Senate	HELP committee	e		
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mmittee		Lead Genera	tion Insertion Order	D	ate
		<u> </u>	US Network	Order No.	LG
Fields		Filter		·	
Title First Name					
Last Name		<del></del>			
Address				<del></del>	
City		<del></del>			
State		<del></del>			
Zip Code		<del></del>	····		
Country					<del></del>
Email Address					
Daytime Phone					
Evening Phone	<del></del>				

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RAS00003309

Best Time to Call	
Highest Level of Education	
Desired Area of Study	
Degree of Interest	
When do you plan to begin	
Graduation Year	

Payment Detail

TRN

Credit Account

Pre - Payment

Credit Card

Via Bank Transfer

## Redacted by HELP Committee

Please fax signed form to Redacted by Senate HELP

Terms and Conditions: applicable to advertiser insertion order are attached with this insertion Order

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RAS00003310

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- 2. TERM AND TERMINATION: The Agreement shall commence on the Effective Date and continue unless and until terminated by either party in accordance with the terms herein. Notwithstanding any provisions in the Agreement to the contrary, either party reserves the right to terminate the Agreement at any time by giving the other party seventy-two (72) hours prior written notice of termination. Such termination shall be without fee or penalty, but Rasmussen College shall pay Clash for all Qualified Leads sent to Rasmussen College under the Agreement prior to the effective date of termination. Termination of any Insertion Order shall not terminate this Agreement but termination of this Agreement shall terminate all Insertion Orders. Either party shall be entitled to terminate this Agreement immediately by written notice in the event the other party breaches this Agreement or becomes insolvent or has an application or order made for the appointment of an administrator, administrative receiver or other comparable officer.
- 2.1 INSERTION ORDERS. From time to time, the parties may negotiate insertion orders ("Insertion Order" or "Insertion Orders") for Clash to market Rasmussen College's offer, as specified therein, and to collect and submit information from prospective students. Each Insertion Order will be governed by the terms of the Agreement whether or not the Agreement is referenced in the Insertion Order. Each Insertion Order shall specify for one or more advertising campaign(s): 1) The Monthly Cap and Cost-per-Lead; 2) the start and end dates of the campaign(s); 3) the billing information; and 4) such other information as agreed between the parties.
- 2.2 **Monthly Cap:**See Insertion Order

**Cost-per-Lead:**See Insertion Order

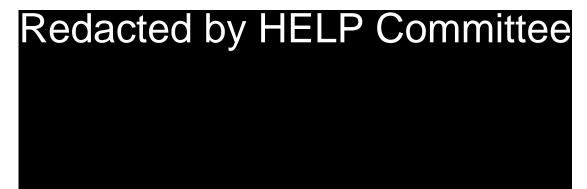
2.3 DEFINITION OF A QUALIFIED LEAD. "Qualified Lead" or "Qualified Leads" are defined as an individual or individuals for whom the Clash has provided to Rasmussen College accurate information in the following fields:

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## 4. ADVERTISER OBLIGATIONS

Advertiser will:  $\square$ (a) where appropriate, supply Adverts to Clash, which shall include all necessary copy, graphics and other elements, free of third party rights and in a condition suitable for Clash to make them available to its Network;  $\square(b)$  ensure that the Website(s) is/are constantly available (subject to scheduled maintenance or updating work and to unexpected occurrences) and will give Clash reasonable notice of any scheduled work which will adversely affect the Website(s);  $\Box$ (c) ensure that the Website(s) and all actions it takes pursuant to this Agreement comply entirely with all applicable laws and regulations (including without limitation those concerning intellectual property, advertising, marketing, e-commerce and electronic communication, data protection and the rights of the individual) and with all applicable internet service provider terms;  $\square(d)$ make payments to Clash in accordance with Section 5 hereof and  $\Box$ (e) comply with all reasonable requirements of Clash relating to the inclusion of tracking mechanisms in Adverts or otherwise and not attempt to circumvent such tracking mechanisms in any way.



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