

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

Redacted by Senate  
HELP committee

Lead Generation Insertion Order

US Network

|           |        |
|-----------|--------|
| Date      |        |
| Order No. | LG 968 |

Advertiser

|           |                            |               |                            |
|-----------|----------------------------|---------------|----------------------------|
| Client ID | 341                        | Contact Name  | Redacted by HELP Committee |
| Client    | Rasmussen College, Inc.    | Contact Email |                            |
| Address   | 8550 Hudson Blvd North     | Contact Phone |                            |
| City      | Lake Elmo                  | Tech Contact  |                            |
| State     | MN                         | Name          |                            |
| Zip Code  | 55042                      | Email         |                            |
| Telephone | Redacted by HELP Committee | Phone         |                            |

Clash Media

|              |                            |                 |                            |
|--------------|----------------------------|-----------------|----------------------------|
| Sales Person | Redacted by HELP Committee | Account manager | Redacted by HELP Committee |
| Email        |                            | Email           |                            |
| Telephone    |                            | Telephone       |                            |

Campaign Details

|                   |                     |               |        |
|-------------------|---------------------|---------------|--------|
| OfferName         | Rasmussen Online    | Offer Type    | Custom |
| Price             | \$40.00             | Exclusive     | No     |
| CAP               | 100 leads per month |               |        |
| Minimum Spend     |                     | Max Spend     | 0      |
|                   |                     | AutoResponder | No     |
| Offer Description |                     |               |        |

Lead Delivery

|  |      |        |       |           |          |
|--|------|--------|-------|-----------|----------|
| Method   | HTTP | Format | Other | Frequency | RealTime |
| DeliveryNotes  |      |        |       |           |          |
| Net 45 Payment Terms, 20% scrub rate, Phone Verified Leads |      |        |       |           |          |

Return Policy

|                                      |
|--------------------------------------|
| See Terms in attached word document. |
|--------------------------------------|

Redacted by Senate HELP committee

Redacted by Senate HELP  
committee

Lead Generation Insertion Order

US Network

|           |    |
|-----------|----|
| Date      |    |
| Order No. | LG |

Fields

Filter

|               |  |
|---------------|--|
| Title         |  |
| First Name    |  |
| Last Name     |  |
| Address       |  |
| City          |  |
| State         |  |
| Zip Code      |  |
| Country       |  |
| Email Address |  |
| Daytime Phone |  |
| Evening Phone |  |

|                            |
|----------------------------|
| 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 | TBD | 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



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:

occurrences) to the Network in order that members of the Network may choose to place the Adverts on their own website(s) or choose to distribute those Adverts by other means; and (ii) use reasonable endeavours to use the Network in order to procure the details of Registrants (i.e. leads) for passing on to Advertiser;  (b) Co-Reg Network and Lead Generation Path Insertion Orders: use reasonable endeavours to procure Registrants' details (i.e. leads) from its affiliates and partners for the benefit of Advertiser.

#### 4. ADVERTISER OBLIGATIONS

Advertiser will:  (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;  (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);  (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;  (d) make payments to Clash in accordance with Section 5 hereof and  (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.

**Redacted by HELP Committee**