

## Terms

1. These Terms govern your participation in this Promo and the selling of your Case Study to PropellerAds.
2. 'You' means an individual or entity holding a Publisher Account with PropellerAds.
3. Reference to 'your(s)' Case Study(ies) includes the/a Case Study submitted by you to PropellerAds and/or created for you by PropellerAds for the purposes of this Promo.
4. In order for PropellerAds to accept the Case Study you submit and/or to create a Case Study for you based on information, material, data that you submit, the following requirements must be fulfilled:
  - A. You must have an active and operating Publisher Account with PropellerAds (hereinafter referred to as the 'Account');
  - B. The Case Study must be related to and describe traffic monetization with PropellerAds;
  - C. The Case Study concerned must:
    - i. describe ways to work with traffic that are still available at the time of the sale of the case;
    - ii. be unique in its content and requirements;
    - iii. have total earnings of more or equal to \$300;
    - iv. have a net profit of more or equal to \$10 net revenue per day (in average);
    - v. be written either in English or Russian or Portuguese or Brazilian language;
  - D. The Case Study must include at a minimum the following:
    - The traffic type that you have monetized;
    - Description of the website content (if available) and its audience;
    - The list of the monetization formats used;
    - Screenshots of your Account statistics, website, third-party tools (trackers, analytics, heatmaps), overall traffic stats;
    - The email connected to your Account (will not be publicly accessible);
    - A link to your website (optional);
    - The name and picture of the case study author (optional);
    - The story about creating and developing your website and business (optional);
    - Conclusion and recommendations.
5. All of the following ad formats are accepted: OnClick, Direct Links, Push Notifications, In-Page Push, Interstitials, MultiTag, Vignette Banners.
6. You may submit an unlimited number of Case Studies and/or requests for PropellerAds to create the Case Study; however, each of your Case Studies must be based/refer to a different ad campaign not already used in a previous Case Study of yours.

7. Propeller Ads has any and all rights to change, edit, amend, update the whole or any part of the Case Study and/or of any information, material, data you submit, in any way it considers fit, as to be accepted for this Promo, at any time and at its own discretion including after its publication.
8. In any case and upon PropellerAds request, you must provide without undue delay any additional information and/or clarification which may be necessary for your participation in the Promo and/or Case Study in any time before processing the payment.
9. PropellerAds alone and at its own discretion decides on whether to review, evaluate, accept, provide payment for the Case Study and/or for the information, material, data you submit and define the criteria of such review, evaluation, acceptance, cost and price of payment.
10. The list of what may affect the price of your Case Study under this Promo is not exhaustive and may be changed at any time and in any way at PropellerAds sole discretion without any prior notice.
11. Propeller Ads will notify you in regards to the price offered for each of your accepted Case Study. The prices vary according to Propeller Ads' evaluation of each of your Case Studies. The minimum amount to be offered is \$250. The price you will receive shall be credited to your Account with PropellerAds upon your acceptance of the price offered.
12. You have no right whatsoever to argue, object, contradict, claim payment against Propeller Ads in relation to a decision taken by PropellerAds concerning this Promo and/or your Case Study and/or any information, material, data you submit.
13. Any and/or all accepted Case Studies that meet all requirements and conditions set by PropellerAds and for which payment is provided may be published on any and all social media channels, forum and blog of PropellerAds. By participating in the Promo and/or by submitting a Case Study and/or other information, material, data you explicitly consent to their publication in accordance with this clause. PropellerAds retains all rights to erase/remove publication of a Case Study at any time at its own discretion.
14. You may only publish your Case Study(ies), only after the relevant publication of your Case Study by PropellerAds, only at your own platform(s) and only through a link to PropellerAds' relevant publication(s).
15. PropellerAds does not accept and/or will reject and/or will not create and/or will not provide payment for a Case Study which at Propeller Ads own discretion: a) contains information/material/data which is false, untrue, fake, illegal, "made-up" and/or b) describes illegal ways of traffic monetization, violations of social media, messengers and YouTube rules and/or c) is in breach of PropellerAds rules to which you have agreed upon/when registering your Account.

16. PropellerAds may reject and/or refuse to receive and/or review and/or evaluate and/or publish and/or provide payment for any Case Study and/or for any information, material, data you submit for any reason and at any time at its own discretion.
17. You represent and warrant that: a) you have all rights, title and interest in the information, material, data you submit to PropellerAds, b) by submitting such information, material, data to PropellerAds you do not breach any third party's rights.
18. By participating in the Promo and/or by submitting a Case Study or other information, material, data you explicitly consent and automatically transfer any and all ownership, intellectual property and rights of such Case Study, information, material, data to PropellerAds.
19. PropellerAds gives no guarantee whatsoever in relation to this Promo, any Case Study you submit and/or to a Case Study created by PropellerAds based on and/or information, material, data you provide.
20. PropellerAds may change and/or extend and/or terminate this Promo and/or these Terms in any way and at any time at its sole discretion without any prior notice.
21. These Terms are additional to any other agreement you may have with PropellerAds. In the event of a conflict between that agreement and these Terms, these Terms shall prevail.