



TERMS & CONDITIONS

Sparklight Advertising – Digital Sales Referrals

USER AGREEMENT

OVERVIEW

Cable One associates who register to become Associate Advocates are eligible to receive up to \$200 for referring prospective new customers for Advertising Digital Sales. Refer to the following sections for program rules and restrictions.

ELIGIBILITY REQUIREMENTS

Cable One Associates

- All associates are eligible to become Associate Advocates except the following:
 - Associates within the Advertising Sales division (all departments)
 - Business Sales Managers
 - Associates who work out of the Phoenix office
 - System General Managers
- The Associate Advocate must be active on payroll when referral is provided
- The Associate Advocate must be active on payroll at time of award payout
- The Associate Advocate is responsible for ensuring the referral submission includes accurate contact information
- The Associate Advocate is responsible for ensuring the referred business agrees to be contacted by a Sparklight Advertising sales representative
- The Associate Advocate is responsible for ensuring the referral is submitted as the sole source of acquisition

Referred Business – New Customer

- The referred business must not be a Sparklight Advertising customer within 13 months of referral submission
- The referred business must become an active client within 90 calendar days of the referral submission

Digital Advertising Products

- 12-month contract of any digital product at \$1,000 minimum per month (\$12,000 total)
 - 6-month contract of any digital product at \$1,000 minimum per month (\$6,000 total)
- Website Development and Hosting (12-month commitment)

REGISTRATION AND LEAD SUBMISSION PROCESS

- All referrals must be submitted via the Advertising Referrals landing page.
- All referral submission fields on the Advertising Referrals landing page must be completed at the time of submission to qualify for an award payout. Fields include Contact Name; Title; Email; Phone; Company Name; Business Address; and Product(s) of Interest.
- The referral submission automatically will be sent to the Advertising Director of Sales and assigned to an Advertising Local Sales Manager (LSM) by territory.
- The LSM will assign the referral to a Digital Media Consultant at the LSM's discretion.
- The Digital Media Consultant will attempt to contact the prospect within 3 business days of receiving the referral.
- The referred business must become an active client within 90 calendar days of referral submission.
- The award payouts will be initiated 30 days after the first billing cycle. (Billing cycle is month to month)

RESTRICTIONS

- Only referrals submitted through the approved method will receive eligible award payout
- The referred business must not be an active prospect by a Sparklight Advertising Digital Media Consultant
- Multiple Cable One Family of Brands associates are not eligible to receive an award for referring the same business; only the first referral received through the Advertising Referral landing page will be eligible
- Awards owed to eligible associates who no longer are employed by Cable One at the time of payout will be forfeited.
- Sparklight Advertising reserves the right to terminate or change this program at any time without notice.
- Only Digital Advertising products added will qualify for referral payout; Cable TV advertising and creative production does not qualify
- Spouses and family members, (both immediate and extended) are not eligible referral sources

AWARD PAYOUTS

Awards for Advertising Sales referrals that result in business becoming a new client and meet all eligibility requirements will be paid in a payroll deposit. The following chart illustrates how much will be awarded with each successful referral.

New Customers

New Advertising Customers – Digital Advertising	Payroll deposit
12-month contract @ \$1,000 per month minimum	\$200
6-month contract @ \$1,000 per month minimum	\$100
Website build and hosting – 12-month commitment	\$50