

Paid Media Product Specific Terms

Version 1 February 2026

In addition to the terms and conditions of your agreement with Granicus, LLC or one of its affiliates or subsidiaries, Client's use of the Paid Media product offerings will be governed by the additional terms set forth below. Any conflict between the terms of your agreement with Granicus and these product-specific terms will be resolved in favor of these terms solely as it relates to the Paid Media Product.

1. Annual Media Spend.

- a. Granicus will create and configure the Google Ads and/or 3rd-party advertising account on behalf of and solely at the direction of client. Client will be responsible for providing billing and credit card information, which will be used for monthly/annual ad spends. Campaigns will not run until billing and credit card information has been completed. Should client credit card payment lapse, all campaigns will be paused and a one-time fee of \$600 may apply in order to restart the Client's campaigns after media spend payment is received.

2. Quarterly Simpleview Management & Reporting Fee.

- a. Client will be invoiced in advance on a quarterly basis for the media management & reporting work executed during the upcoming quarterly period. Payment will be due prior to the start of the given quarter. Delays in payment of paid media spend invoices may result in delays in initiating or continuing such campaigns. Any services conducted outside of the contract term will be billed based on services rendered at 25% of campaign ad spend totals for the given period.
- b. This scope of work is based upon the media spends identified above. Any changes to the spend amount may require a change in the setup and management costs. Programs are to be implemented within 14 business from signature date provided billing and credit card information have been supplied.

2. Intellectual Property.

- a. Paid media accounts (i.e. Google Ads) created under Granicus' account are the intellectual property of Granicus and will remain with Granicus should you decide to discontinue services. If requested, a bulk export of the account will be shared with the Client upon termination of this agreement.