

# **Charter Communications Marketing Rules**

The following sales tactics are permissible with pre-approval by Charter in writing:

- Print advertisements (including free-standing inserts)
- Yellow-Pages directory ads
- Solicitation at Retailer's physical locations (whether fixed or temporary) via face to face cross selling
- Counter signs, flyers and other similar materials
- Cross-selling by Retailer call center service representatives on *inbound* phone calls
- Radio ads
- Trade shows
- Digital Marketing (Google Ads, Facebook Ads, etc.) Please see below for restrictions and requirements.

## **Digital Marketing Guidelines**

- Spectrum Negative Keyword list must be always put in place as an broad match
- Dealer must give Vomtel/Spectrum View access to all Google Ads, Facebook Ads, and any other platform being used for digital marketing
- Dealer must give list of website landing pages and Facebook/Instagram or any other social media platform pages being used for digital marketing.
- Dealer must provide list of all Google Ads, Facebook Ads, Microsoft Ads or any other Ads accounts associated with digital marketing of Charters products and services.
- Dealer must provide list of all IP Address being used and country of origin for those IP Addresses

**Policy #1:** Charter vendors and resellers are **NOT** approved to register, or apply for, any internet domain names that include any Charter Mark or any derivative, variant, colorable imitation, and/or confusingly similar term thereof.

**Policy #2:** Charter vendors and resellers are **NOT** approved to participate in any query-based auction advertising containing any Charter brand terms. This includes, but is not limited to, terms such as "Spectrum", "Charter", "Time Warner" and "Brighthouse", and any variants, acronyms, misspellings, colorable imitation, and/or confusingly similar term thereof or other such derivatives for these terms.

This includes *directly* showing advertisements on queries containing Charter brand terms, as well as *indirectly* showing advertisements on Charter brand queries through broad match.

## **NEGATIVE BROAD MATCH Charter brand terms to ensure compliance.**

Examples of non-approved activity:

- Participating in Charter brand auctions through broad-match on product/service keywords, i.e.:
  - "internet" broad-matching into "Spectrum internet"
  - "mobile" broad-matching into "Spectrum mobile"
  - "billpay" broad-matching into "Charter bill pay"
- Participating in Charter brand auctions by matching into close variant brand misspellings like "soectrum", "specturm", "chater", etc.
- Participating in Charter brand auctions by using keyword-less campaigns such as Dynamic Search Ads

### **The following sales tactics are prohibited:**

- Door-to-door direct sales in residential neighborhoods or Apartment complexes conducted by Retailer or Retailer's employees or contractors, even as a fallback option when the primary purpose of the call or visit to market other vendors' services is strictly prohibited.
- Soliciting subscriptions for Charter Services, directly or indirectly, via facsimile, email, direct mail, shared mail, social networking sites or applications, (or similar), text messaging or outbound telemarketing, either live or recorded is prohibited.
- Any Event that uses branded advertising (including, but not limited to tents and banner) must have prior approval and must have either a written authorization from the property owner, manager, or applicable permit. Areas that are not permitted include, but are not limited to:
  - Swap meets or similar Events
  - Multi-Dwelling Unit are managed by our Community Services team and are off limits to any of our Retail Partners
  - Door to Door Residential Marketing is also off-limits
  - Events that are in the area of a Charter Company owned store or Big Box Retailer that has a relationship with Retail Partnerships is prohibited. This includes:
    - Walmart
    - Best Buy
    - H.E.B
    - PC Richards
    - We will update this list as we continue to add new retailers.
- Digital tactics including but not limited to the use of branded keyword paid search not be used, and no URLs for websites may contain the name "Charter", "Spectrum", "Time Warner Cable", "Bright House Networks", any variations and/or misspellings, and any word created/used for the purpose of directing Spectrum business is prohibited.
- Retailer agrees not to solicit other resellers that have an existing agreement with or have been previously terminated from Charter, Time Warner Cable, and Bright House Networks for the purpose of selling Charter services.
- Spectrum Services may not be solicited by advertisements that promotes fraud such "owe money, no problem" or "no money down".
- All advertising, including generic, where Spectrum services are in the selling portfolio, must be approved by Charter.
- No misleading of customers regarding promos, services, or Spectrum Business.

### **VIOLATION OF ANY OF THE ABOVE TACTICS IS GROUNDS FOR IMMEDIATE TERMINATION AND WITHHOLDING OF EARNINGS UNTIL A COMPREHENSIVE AUDIT IS COMPLETED.**

### **Marketing Tactics and Contractors:**

- Any person or entity the Retailer engages for the purpose of soliciting Charter services is the sole responsibility of the Retailer. This includes agents, sub-agents, contractors and 1099 workers. Retailer must provide Charter with the contact name, business name, and address for each person or entity that will represent Charter services on Retailer's behalf. Retailer is responsible for ensuring the accurate identification of any person or entity representing the Retailer. Any person or entity that represents Charter services on Retailer's behalf must be approved in writing by Charter. Retailer assumes responsibility for market tactic violations of any person or entity that is representing the Retailer.

**Charter and Vomtel have the right to:**

- Request call recordings to listen for fraud and marketing compliance
- Audit sales orders and contact customer to verify fraud and marketing compliance
- Place test orders to monitor compliance.
- Request transfer of URL ownership regarding unauthorized URL addresses.
- Issue a warning, suspend, or terminate the Reseller Marketing Agreement if Retailer is found utilizing unapproved sales tactics and/or engaging in prohibited sales activities.
- Dealer will forfeit any pending commissions if fraudulent activities are found to be the reason for de-authorization

Note: Upon requesting for call recordings. Dealer has 72 hours to provide such call recordings requested by Charter or Vomtel. Failure to provide call recordings in a timely manner will result in suspension of your order entry portal and may result in de-authorization.

**GOOGLE ADS ACCOUNT NUMBER**

**FACEBOOK ADS ACCOUNT NUMBER**


List all accounts Google and Facebook Ads accounts associated with selling Spectrum Products & Services

**URL WEBSITE LANDING PAGES**

**FACEBOOK & INSTAGRAM URLS**


List all Websites and Facebook/Instagram Accounts associated with selling Spectrum Products & Services

**IP ADDRESS**

**COUNTRY OF ORIGIN**


List all IP Addresses that will be used to access the Spectrum Order Entry Portal and their country of origin

**Retailer Name:** \_\_\_\_\_

**CASTRO ENTERPRISES INC dba VOMTEL**

**Retailer Principal:** \_\_\_\_\_

**Principal Name:** Julio Castro

**Signature:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_