

MEDIA PLANNING AND BUYING BRAND GUARANTEE

Keniston & Company (herein after also referred to as K&C) is committed to providing industry leading expertise and service to clients seeking Media Buying and Planning services. Our company stands behind all services offered & guarantees the following:

1. Our media planning services are specifically individualized to maximize our client's ad expenditure ROI. You will NEVER receive a "canned" media plan from K&C.
2. K & C tenaciously negotiates on behalf of our clients to achieve the lowest possible rates; however, we WILL NOT sacrifice quality to achieve those goals. Each individual negotiation is confirmed in writing and put on file.
3. K& C provides expert trafficking including verbal & written confirmation of all ads. K & C maintains an affidavit and tear sheet system that ensures proper execution of all media placement.
4. K & C (optionally) aggregates and remits timely payments of all vendor invoices. K & C ensures good client credit standing relative to all invoicing associated with K & C.¹
5. Our Media Planning & Buying is so exceptional that we are able to provide, in many instances, our services at little to no cost to our client's vis-à-vis the K&C process. If a client wishes to provide a previous comparable plan that has been executed upon along with full supporting documentation K&C guarantees to be able to buy the same media² INCLUDING all of our services (billing, trafficking, etc.) for the same amount³ or less than that of previous buys on a consolidated basis.⁴

If for any unfortunate reason you are not satisfied with our services, simply contact us within 7 days of invoice receipt date and we will provide the client with one of the following options:

- 1) Refund of our fees minus nominal operating expenses.
- 2) Issue an account credit towards any future purchase of K&C services.

K & C maintains the highest level of integrity in all of our business dealings. Our exceptional creative, management, and technological teams have one purpose: to bring our clients superior results and best of breed value. This is what sets us apart.



Denise Keniston
CEO

1- Provided client stays within K&C established credit terms.

2-Same Media means same campaign volume, same vendor, same billing period, same time slot(s), and same frequency as previous. If client is unable to provide comparables then vendors rate card will apply. Offer based on flights periods of one-quarter or greater.

3- When comparing with a previous year, figure to include a rate inflation adjustment of not less than 6% per annum.

4- This guarantee DOES NOT apply to previous K&C Media Plans & Buys.