

Exhibit 5 – Online Content Definitions

Banner ads - A form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser.

Blogs - A type of website or part of a website maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Behavioral targeting - A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected on an individual's web-browsing behavior, such as the pages they have visited or the searches they have made, to select which advertisements to display to that individual.

Pay-per-click ad placements - An Internet advertising model used to direct traffic to websites, where advertisers pay the publisher (typically a website owner) when the ad is clicked.