

## Wahoo Fitness Search Engine Marketing Policy

<b>Wahoo Fitness: Policies</b>	
Name	Prohibited Keywords
<p>Search Campaigns - Protected SEM Bidding Keywords</p> <p>Publishers <b>are prohibited</b> from bidding on these terms for search engine marketing campaigns</p>	<ul style="list-style-type: none"> <li>• Wahoofitness.com</li> <li>• Wahoo Fitness</li> <li>• Wahoo</li> </ul> <p>These and all misspellings must be added as a negative match. Also, all uses of these terms must be accompanied by a product name and may not use the term "official" in any capacity. For example, Wahoo ELEMNT would be acceptable, but Wahoo Bike Computer would not be acceptable.</p>
<p>Search Campaigns - Prohibited SEM Display URL Content</p> <p>These are terms that publishers <b>are prohibited</b> from using in the <b>display URLs</b> of search marketing campaigns</p>	<ul style="list-style-type: none"> <li>• Wahoofitness.com</li> <li>• Wahoo Fitness</li> <li>• Wahoo</li> </ul> <p>These and all misspellings must be added as a negative match. Also, all uses of these terms must be accompanied by a product name and may not use the term "official" in any capacity. For example, Wahoo ELEMNT would be acceptable, but Wahoo Bike Computer would not be acceptable.</p>
<p>Search Campaigns - Prohibited SEM Ad Copy Content</p> <p>These are terms that publishers <b>are prohibited</b> from using in the <b>ad copy</b> of their search marketing campaigns</p>	<ul style="list-style-type: none"> <li>• Wahoofitness.com</li> <li>• Wahoo Fitness</li> <li>• Wahoo</li> </ul> <p>These and all misspellings must be added as a negative match. Also, all uses of these terms must be accompanied by a product name and may not use the term "official" in any capacity. For example, Wahoo ELEMNT would be acceptable, but Wahoo Bike Computer would not be acceptable.</p>
<p>Search Campaigns - Direct Linking</p> <p>Are publishers allowed to link directly to my Web site from search marketing campaigns</p>	No.
<p>SEM Keywords <b>Max Bid for Brand + Product terms</b></p> <p>Partners are prohibited from bidding above the <b>MAX CPC CAP</b>.</p>	Should partner elect to bid on acceptable terms in SEM, the partner must adhere to Wahoo MAX CPC Cap policy. Partner max CPC bid in the search engine shall be no <b>greater than \$1 cost per click (CPC)</b> .