

TOTEMIAN MEDIA PARTNER FRAMEWORK

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1. Purpose and Scope

This Media Partner Framework describes how Totemian Brandboards Inc. works with media partners — agencies, resellers, and other intermediaries — that bring advertising to the Totemian Brandboard network. It is a public framework; the commercial terms of each partnership are set out in a signed partner agreement. Where a signed partner agreement differs from this Framework, the partner agreement prevails. Existing signed partner agreements remain governed by their own terms.

2. The Model

Totemian owns and operates the screen network and makes its advertising inventory available primarily through authorized media partners. Totemian's role is infrastructure and distribution; partners bring market relationships, sales capability, and campaign demand. Inbound advertiser inquiries may be served directly under the Master Advertising Service Agreement (totemian.com/legal/masa) or routed to an appropriate authorized partner.

3. Becoming an Authorized Partner

Totemian authorizes partners that: (a) are established businesses in media, advertising, or a relevant vertical; (b) accept the Totemian Content & Publishing Guidelines for all content they supply; and (c) execute a partner agreement. To start a conversation, contact info@totemian.com or visit totemian.com/media-partners.

4. Non-Exclusivity; Exclusivity as a Conditional Exception

Partnerships are non-exclusive by default: Totemian may work with multiple partners, and partners may work with other networks. Exclusivity of any kind — by business category, by area, or by venue type — exists only where expressly granted in a signed partner agreement, is time-limited, and is conditional on minimum performance commitments stated in that agreement. Where those commitments are not met, the exclusivity lapses in accordance with the agreement. Totemian does not grant open-ended or unconditional exclusivity.

5. Partner Conduct

Authorized partners: (a) represent the network, its coverage, and its measurement accurately, consistent with the Totemian Network Privacy Notice; (b) apply pricing consistent with their partner agreement; (c) ensure all supplied content complies with the Content & Publishing Guidelines; and (d) do not make commitments on Totemian's behalf beyond their authorization.

6. Verification of Partner Status; Unauthorized Representatives

Only partners with a signed partner agreement in force are authorized to represent the Totemian network. Totemian accepts no responsibility for the acts, omissions, representations, or commitments of any person or entity acting without such authorization. Anyone approached by a person claiming to act for, or in partnership with, Totemian can verify that claim before relying on it

by emailing info@totemian.com; Totemian confirms partner status promptly. Dealings with persons whose authorization has not been verified are at the dealing party's own risk.

7. Related Documents

Advertiser engagements are governed by the Master Advertising Service Agreement and Order Forms; content by the Content & Publishing Guidelines; service commitments by the Service Levels & Support Policy; cancellations by the Cancellation & Refund Policy — all published at totemian.com/legal.

8. Version Control

This Framework is published at totemian.com/legal/media-partners with a version number and effective date, and archived in accordance with the versioning rules at totemian.com/legal.

Version	Effective date	Changes	PDF
v1.0	Aug 18, 2026	Initial published version	media-partners-v1.0.pdf

— End of Media Partner Framework v1.0 —