

Exhibit J

Google AdSense



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Show only appropriate ads

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What's AdSense?

Earn more revenue

Get started in minutes

Access thousands of advertisers

Grasps the meaning of your content

Make money from a Google search box

Show only appropriate ads

Customize AdSense for your site

See what our customers say

Apply now

Google's ad review process ensures that the ads you serve are not only family-friendly, but also comply with our strict editorial guidelines. We combine sensitive language filters, your input, and a team of linguists with good hard common sense to automatically filter out ads that may be inappropriate for your content. What's more, you can block competitive ads and choose your own default ads. It's your show from start to finish.



Competitive Filter
Enables you to filter out specific competitors or specific advertisers



Contextual Filter
Eliminate delivery of ads that would be inappropriate to serve on pages



Editorial Review
All Google ads are reviewed and approved before being served on your pages

Customizable default ads
In the unlikely event that Google is unable to serve targeted ads on your page, we provide the option to display a default ad of your choice

filters keep out inappropriate and competitive ads.

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