

The Princeton Review Best Colleges PRODUCT & LICENSING ORDER FORM



ORDER BY DECEMBER 31, 2019 TO GUARANTEE PRICING.

SUBMIT ALL PAGES BY FAX: 212-221-9195 OR BY E-MAIL (VIA ATTACHMENT): FAX.9195@PARSINTL.COM



*All pricing on this form will be calculated per selected logo, per product and per licensed use. Only select the logo(s) that you want included in your licensing and product selections below. PARS International will supply the most recent logo for the selected list. Final pricing for multiple logo and product selections will be calculated on your final invoice.

*SELECT LIST(S) →	<input type="checkbox"/> BEST 384 COLLEGES	<input type="checkbox"/> BEST REGIONAL COLLEGES	<input type="checkbox"/> TOP 50 GREEN COLLEGES
	<input type="checkbox"/> BEST BUSINESS SCHOOLS	<input type="checkbox"/> BEST VALUE COLLEGES	<input type="checkbox"/> TOP ENTREPRENEUR SCHOOLS
	<input type="checkbox"/> BEST LAW SCHOOLS	<input type="checkbox"/> ONLINE MBA PROGRAMS	<input type="checkbox"/> TOP SCHOOLS FOR GAME DESIGN

LICENSING

CONTENT TO BE LICENSED: Princeton Review Best Colleges logo(s) selected above. All artwork to be supplied by PARS International.

- License valid for designated term from date of signed and paid agreement. Appearances on subsequent or different lists requires additional licensing.
- If you wish to purchase Uses other than the ones listed, please contact your PARS sales rep.
- PARS International reserves the right to review and approve all layouts using the Content.

STANDARD LOGO USES & FEES (English language only):	Up to 12 months	Up to 5 years	Lifetime of Exhibit
WEB LICENSE: Authorizes Licensee to post Content on university website and social media page(s). Does not include use in digital advertising (web banners, video ads, etc) posted on non-university URLs.	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$2,470
OPEN HOUSE/COLLEGE FAIR LICENSE: Authorizes Licensee to post Content in PowerPoint presentations exclusively for display at Licensee's open houses and college fairs.	<input type="checkbox"/> \$595	<input type="checkbox"/> \$780	<input type="checkbox"/> \$990
DIRECT MAIL LICENSE: Authorizes Licensee to post Content in printed and electronic direct mail marketing collateral, including printed brochures, fliers and e-mail distribution to prospective students, parents & alumni.	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$3,300
OOH/BILLBOARD LICENSE: Authorizes Licensee to post Content on outdoor signs and billboards.	<input type="checkbox"/> \$2,695	<input type="checkbox"/> \$3,510	<input type="checkbox"/> \$4,450
PRINT MEDIA LICENSE: Authorizes Licensee to include Content in print media including magazines, newspapers, trade publications and newsletters.	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$5,200	<input type="checkbox"/> \$6,600
BROADCAST MEDIA LICENSE: Authorizes Licensee to include Content in broadcast media including television and radio.	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$5,200	<input type="checkbox"/> \$6,600
DIGITAL MARKETING LICENSE: Authorizes Licensee to include Content in digital advertising, including web banner advertising and URL's other than that of Licensee.	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$5,200	<input type="checkbox"/> \$6,600
DISCOUNT LICENSING PACKAGE: Includes all of the above Uses at a reduced rate.	<input type="checkbox"/> \$14,995	<input type="checkbox"/> \$19,500	<input type="checkbox"/> \$24,750

DISPLAY PRODUCTS Visit us online at <https://www.parsintl.com/publication/the-princeton-review/>

<input type="checkbox"/> CRYSTAL AWARD Quantity: _____	<input type="checkbox"/> FRAMED PRINT Quantity: _____	Crystal Awards, Framed Prints, Custom Posters and Wood Plaques are \$500 EACH UP TO FIRST 5; \$395 each additional of the same product)
<input type="checkbox"/> CUSTOM POSTER Quantity: _____	<input type="checkbox"/> WOOD PLAQUE Quantity: _____	
<input type="checkbox"/> ALL WEATHER HANGING BANNER (BAN/H) All-weather STANDARD indoor/outdoor banner features the selected Princeton Review Colleges Logo with your school's name; PREMIUM design includes annotation such as "We made the list!" or your ranking. Approximate size: 5'W x 7'L		<input type="checkbox"/> STANDARD \$745 each Quantity: _____ <input type="checkbox"/> PREMIUM \$845 each Quantity: _____
<input type="checkbox"/> RETRACTABLE STANDING BANNER (BAN/P) STANDARD vinyl pop-up retractable standing banner features the selected Princeton Review Colleges Logo with your school's name; PREMIUM design includes annotation such as "We made the list!" and/or your school's ranking. Approximate size: 35"w x 82"h x 15"d		<input type="checkbox"/> STANDARD \$795 each Quantity: _____ <input type="checkbox"/> PREMIUM \$895 each Quantity: _____
<input type="checkbox"/> DISCOUNT PRODUCT PACKAGE discounted bulk rate for CHOICE OF 1 HANGING BANNER or 1 RETRACTABLE STANDING BANNER PLUS 1 WOOD PLAQUE and 1 POSTER and 1 DESKTOP AWARD		\$1,995 PER PACKAGE Quantity: _____ SELECT BANNER TYPE: <input type="checkbox"/> HANGING or <input type="checkbox"/> STANDING SELECT PREFERENCE: <input type="checkbox"/> POSTER or <input type="checkbox"/> DESKTOP AWARD

REPRINTS & E-PRINTS

CUSTOM SINGLE SHEET COLOR REPRINTS Hard copy prints of selected Princeton Review Colleges logo, and your related school profile/ranking.	<input type="checkbox"/> 500: \$3,500 <input type="checkbox"/> 2,000: \$4,700	<input type="checkbox"/> 1,000: \$3,800 <input type="checkbox"/> 5,000: \$6,900
CUSTOM E-PRINT Electronic print of selected Princeton Review Colleges logo, and your school profile authorized for posting on your school website for up to 12 months	<input type="checkbox"/> \$2,700	
SELECT PRODUCT SHIPPING PREFERENCE →	SHIP VIA: <input type="checkbox"/> UPS GROUND <input type="checkbox"/> UPS 2 ND DAY <input type="checkbox"/> UPS NEXT DAY	

NOTICE TO PURCHASER (REQUIRED):

I have selected my choices on page 1 and have read and agree to the Payment, Licensing & Product Terms of this Order Form.

Purchaser Information

PURCHASER SIGNATURE:

PRINT NAME/TITLE:

PURCHASER (FULL COMPANY NAME):

DATE (MM/DD/YY):

BILLING ADDRESS 1:

BILLING ADDRESS 2:

CITY:

STATE:

ZIP:

PHONE:

EMAIL:

Licensee Information: Check if Licensee is the same as Purchaser. If not checked, information below is required.

Shipping Information: Check if Product Shipping Address is the same as Purchaser. If not checked, information below is required.

Licensee Information if different from above:**Product Shipping Address if different from above:**

Licensee Name

Ship to Name

Licensee Company

Ship to Company

Licensee Address

Ship to Address

Licensee City, State, Zip

Ship to City, State, Zip

Licensee Phone

Shipping Contact Phone

PAYMENT TERMS – GENERAL

- All sales are final and non-cancellable upon PARS' receipt of this Order Form signed by License/Agency.
- PARS' policy is to NOT accept credit card payments for invoices in excess of \$3,000.
- All fees are provided in and all payments are required in U.S. dollars.
- Reuse, shipping, handling and sales tax will be added to your invoice if applicable.

PAYMENT TERMS - FOR PAYMENTS ORIGINATING OUTSIDE OF THE UNITED STATES

- All fees are exclusive of any taxes or withholding. PARS will not be responsible for any taxes, fees, withholding, supplying certificates of exemption, filing for exemption refunds, or other paperwork associated with sales outside of the United States. Payment of all such fees and taxes and filing of all such paperwork is the sole responsibility of the Licensee.
- All payments drawn from a non-U.S. Bank/Financial institution must include a \$100 USD processing fee.

PAYMENT OPTIONS**Check/Money Order**

- The "PARS Order Number" should be included on your check/money order and be made payable to: PARS INTERNATIONAL CORP.; Attn: A/R; 253 West 35th Street – 7th Floor; New York, NY 10001

Wire Transfers:

- If you wish to pay via wire transfer, please send your name, company and PARS Order Number to the following email address: wiretransfers@parsintl.com
Upon receipt of your e-mail, we will respond with our bank information.

Credit Cards:

- For orders that do not exceed \$3,000 you will be given the option of paying via credit card when you receive your invoice.

PRODUCT ORDER INFORMATION/TERMS

Turnaround time

- Many orders, including rush orders and plaque/poster orders require payment prior to entering the design and production process.
- Turnaround time varies by product and can be affected by factors outside PARS' control including receipt of Content materials from publisher, receipt of customer provided information (e.g. disclaimers), payment and proof approval.
- Your PARS Sales and Customer Service Reps can explain the turnaround time for your product.

Cancellations:

- No Cancellation Fee: Same business day cancellations.
- 50% Cancellation Fee: Cancellation before proof is issued.
- 100% Cancellation fee:
 - Cancellation by customer after proof has been issued
 - Cancellation due to your company's Legal/Compliance department disapproval for any reason (including changes to disclosure requirements for financial firms).
 - Cancellation due to customer not approving or making changes to proof within 10 days of proof issuance.

Design and Products:

- Unless otherwise noted, a proof will be provided for all orders except Exact Repeat Orders.
- All products are designed at the discretion of PARS International according to publisher guidelines.
- Printing of e-print is limited to a personal reading copy that, when printed, will contain a watermark with that indication. Note that select publishers prohibit printing of e-prints.
- You only have the right to distribute the printed material in the quantity you ordered. The sale of printed material does not include the right to make any reproductions of the material, either in hard copy or in digital format. You are not permitted to distribute or post the printed material online on your website; or to post the material to any social networking site; or to send to third parties via e-mail or any similar method. If you wish to distribute the printed material you ordered electronically, you can purchase a CUSTOM E-PRINT or CONTENT LICENSING from PARS International. You acknowledge that if we discover that the printed material has been distributed in digital format without permission, PARS International may invoice you for such additional usage including an infringement fee and you agree to pay the invoice within 10 days of receipt. This right does not preclude PARS International or the copyright owner from pursuing any additional legal remedy if necessary.

Licensing Terms and Conditions PARS International Corp. (PARS), an authorized agent to sell Content on behalf of The Princeton Review ("Licensor"), grants Licensee signing this Order Form ("Licensee") the non-exclusive, non-transferable, non-sublicensable right to reproduce the Content described in the "Licensed Content" section of this Order Form for the Uses selected in the "Standard Logo Uses & Fees" section of this Order Form.

1. Licensee may not alter (e.g., excerpt or edit text, change fonts or colors of logos) the Content as described in the "Licensed Content" section of this Order Form unless approved to do so in writing by PARS.
2. Unless specified in the "Content to Be Licensed" section of this Order Form:
 - a. The Content is licensed for English language Use only. If the Content is licensed for Use in any language other than English, Licensee represents that any translation from English to the licensed language will be true and correct and not change the meaning or tone of the Content.
 - b. Licensee may not use the Content to advertise products or services, solicit payment, dues, contributions, or applications for membership, or endorse any individual or group for an elected office.
3. The License extends only to the Content specified in the "Licensed Content" section of this Order Form to be used only in the Uses specified in the "Licensed Uses and Fees" section of this Order Form. The Licensee is solely responsible for obtaining permission to reproduce any material (including text, photographs, graphics, illustrations and logos) not included in the "Licensed Content" section of this Order Form.
4. Other than licensed herein, PARS grants no rights and makes no warranties with regard to the use of names, people, trademarks, trade dress, registered, unregistered or copyrighted designs or works of art or architecture depicted in any photographs or video material included with the licensed Content. Licensee shall be solely responsible for determining whether any additional permissions are required for its use.
5. The Content licensed hereunder may not be sold, transferred, assigned or relicensed by the Licensee.
 - a. The Licensee may sell, assign or transfer the "PROJECT NAME" to its successors, assignees, distributors and licensees.
6. CREDIT NOTICE REQUIREMENTS: Licensee shall provide a conspicuous credit notice as follows:
"Used with permission. ©2019 TPR Education IP Holdings, LLC. The Princeton Review is not affiliated with Princeton University. For more information about reprints from The Princeton Review visit PARS International Corp. at www.TPR-licensing.com."
7. PARS will revoke the Limited License if Licensee breaches any of the terms of this Order Form. Revocation is immediate upon Licensee's receipt of written notice from PARS. PARS also reserves the right to revoke the Limited License for any reason and shall reimburse the Licensee a pro-rata amount of the fees paid for this Order based on the period of Use unless the revocation is based on Licensee's breach of the terms of this Order Form, in which case no reimbursement of any fees paid for this Order shall be due.
8. Licensee shall indemnify and hold PARS and TPR Education IP Holdings, LLC harmless for any third party claims arising out of or based on the use of the Content in violation of the Limited License granted under this Order Form.