

Certificate of Compliance *with ERA Online Marketing Guidelines*



Production Company

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Fax

*is a member of the Electronic Retailing Association.
As such, it is obligated to abide by the ERA Online Marketing Guidelines with respect to
advertisements it produces and distributes on the Internet.
We hereby certify that, to the best of our knowledge and belief, the Website entitled:*

Web Address (URL)

marketing the product(s)

Product(s) Marketed

complies with the ERA Online Marketing Guidelines.

Web Producer

Web Host

Name of Certifier* (*Print or Type*)

(*Must be a senior executive from one of the companies listed above.)

Signature of Certifier*

Title

Date

The ERA Self-Certification Program

The ERA Self-Certification Program assures consumers that Web advertisements produced or disseminated by ERA members comply with the association's Online Marketing Guidelines. Compliance with the Guidelines is a requirement of ERA membership. ERA reserves all rights to the certification form and the ERA seal service mark. Unauthorized use is prohibited.

Certification Form

After reviewing their Website and/or Web advertisements to ensure that they comply with the Online Marketing Guidelines, ERA members should complete the certification form provided by the association. A form for each individual site should be completed.

ERA members must maintain a file of master copies of all certification forms, along with a copy of the documentation substantiating advertising claims. ERA may request to review this documentation.

Enforcement

Complaints received about self-certified advertisements will be reviewed initially by ERA staff to determine whether the complaint actually falls within the scope of the Guidelines. If so, the complaint will be referred to the ERA Review Board. If a majority of the Review Board determines that the complaint raises questions regarding the truthfulness of the claims in an advertisement, or the substantiation for such claims, it may refer the advertisement to the National Advertising Division of the Better Business Bureau unless the ERA member chooses to withdraw or correct the advertisement. Noncompliance with the Guidelines may result in suspension of ERA membership.

Complaints about non-certified programs will be reviewed initially by ERA's staff. Following this examination, ERA's President & CEO may refer the complaint to an appropriate governmental agency or NAD.

For copies of the ERA Online Marketing Guidelines or certification forms, contact ERA at:
2000 North 14th Street, Suite 300, Arlington, VA 22201 * Telephone: 703-841-1751 * Fax: 703-841-1860
Internet: www.retailing.org.