GuideSpark

Last Updated September 1, 2016

PLATFORM + A LA CARTE DESCRIPTIONS

	PLATFORM + A LA CARTE ADVANCED	PLATFORM + A LA CARTE CUSTOM
DELIVERY TIME[1]	13+ weeks from receipt of materials	16+ weeks from receipt of materials
REVIEW ROUNDS	2	2 script, 2 video
RUNTIME CAP	6 minutes per individual title	6 minutes per individual title
CONTENT	Client choice (includes 5 titles)	Client choice (includes 5 titles)
BRANDING	• Brand colors (3 max) & company logo • Custom intro & outro w/ company logo (3 secs max)	• Use brand colors & company logo • Custom intro & outro w/ company logo (3 secs max)
PLAN INFO	Up to 5 medical, 2 dental, & 1 vision plans (if applicable)	Incorporates customer plan info into visuals
VISUALS	• Choice of professional or casual visual style • Change color of onscreen elements (eg. icons, text, solid background) • Customize character w/ shirt & skin colors, gender, and hair • Accessorize character w/ customer logo and accessories (eg., hats, shoes, hairstyles, etc.)	• Custom visual style, including custom character • Use of customer assets (eg., icons, photographs, video, music, etc.)
AUDIO	• Choice of voice talent from GS library • Script/voiceover to include company name, workforce terms & key plan info • Modify script, but must maintain meaning & sequence of topics	• Choice of voice talent from GS library • Script/voiceover to include company name, workforce terms & key plan info • Custom scripts, including customer provided
MORE FLEXIBILITY	• 5 custom concepts on specific programs or processes (15 secs max each) or 1 custom concept per individual title	• Additional customization subject to runtime & review limits
CONTENT UPDATES	Updates	Updates
MARKETING CAMPAIGNS	--	--
PLATFORM & ANALYTICS	• Content Administration & Management • Analytics Dashboard • Engagement Reporting	• Content Administration & Management • Analytics Dashboard • Engagement Reporting

[1] Delivery times will increase if additional scope is added (eg., translations, subgroups, additional a la carte titles)

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ANNUAL CONTENT UPDATES

Annual content updates includes any changes made after it has been approved and published. As part of the service, GuideSpark provides annual updates to each video to keep the content current and relevant. These updates are intended to address the following areas:

- Content accuracy if your company programs and plan information (plan names, premiums, etc.) has changed
- Branding updates if your company branding (logos, brand colors) has changed

Please note that in some cases updates may require the switch of voice talent. GuideSpark reserves the right to make this change and will work with you on selecting a replacement.

Note, relevant product specifications as indicated in the previous table are applicable to all updates. Refreshes are not included for a la carte title subscriptions.

	PLATFORM + A LA CARTE ADVANCED	PLATFORM + A LA CARTE CUSTOM
DELIVERY TIME	5 weeks	6 weeks
DEV CAP	15 hours (annual)	20 hours (annual)
ELIGIBILITY	2x per year	2x per year

In the event that Company requires Development Time or Annual Maintenance that exceeds the limits of its Product Specifications or Annual Content Updates & Refreshes ("Additional Work"), GuideSpark shall notify Company that the Additional Work is necessary, and will provide Company with notice before charging Company for that Additional Work. Company shall be invoiced at GuideSpark's then-current hourly rate for each hour of Additional Work performed by GuideSpark.