

## Terms of Agreement to Syndicate Spend Matters Network (SMN) Content

Dear Potential Channel Distribution Partner:

Thank you for expressing interest in featuring our content. In order to begin discussions over a mutually beneficial partnership, your organization must read and understand, and/or agree to, the following:

1. Either [Potential Channel Distribution Partner] or Spend Matters Network (SMN) **may terminate content partnership agreement at any time**, but as long as the rules and requests itemized below are followed, our partnership shall be considered to be in good standing.
2. Any content partnership agreement between [Potential Channel Distribution Partner] and Spend Matters Network **does not include any third-party sharing agreement** – [Potential Channel Distribution Partner] is forbidden to give SMN content to other sites/domains other than the ones expressly noted and agreed upon in original content partnership agreement.
3. “Content” to be defined as **only freely available posts and other articles** published originally on Spend Matters or MetalMiner (aka “SMN,” for purposes herein), not subscription content. *(If you are interested in purchasing reprints of our subscription content, please contact Sheena Smith at [ssmith@spendmatters.com](mailto:ssmith@spendmatters.com))*
4. As long as Spend Matters Network receives [Potential Channel Distribution Partner’s] appropriate point of contact, including name, position, email, phone, and address information, and the specific name(s) of site(s) on which SMN content is to be featured within the agreement, *and* implements technical rules below, [Potential Channel Distribution Partner] will be allowed to feature SMN posts/articles in their entirety.

### Technical Rules [Potential Channel Distribution Partner] Must Agree to Implement:

1. Add **rel=canonical tag** to the head of pages specifying the article URL on Spend Matters Network (SMN) site as the “canonical” (primary) version.
2. Either: a) Publish excerpt of only first 150 words of SMN article, with a link to “View full article here” or equivalent, directing reader to the original article on SMN. (If this is the preferred route of Potential Channel Distribution Partner.)  
OR: b) Add **noindex meta tag** to the header of the pages on which SMN articles are syndicated, for search engines not to index the syndicator’s version of the article.

*\*Must agree to follow either 2a or 2b.*

3. Retain all SMN original links appearing internally within SMN article(s) being syndicated (i.e. SMN's "deep linking"), including to SMN pages, in perpetuity. [This includes text links that are "calls-to-action," i.e. links to lead-generating pages.]
4. Include a link back to original article on SMN site (in *both* cases of #2 above), preferably at the top of the article/page.
5. Edit headline to avoid exact duplicate of the one published originally on SMN site.
6. Wait at least 5 hours to republish articles from any SMN site, after article(s) were originally published on SMN.
7. Include byline (agreed upon in advance), whether individual author name or "Spend Matters"/"MetalMiner," to visually indicate original authorship.

**To pursue next steps with us (or if you have additional questions), please indicate that you understand and agree to all of the above in an email to:**

**Brianna Tonner – [btonner\(at\)metalminer\(dot\)com](mailto:btonner@metalminer.com), or  
Taras Berezowsky – [tberezowsky\(at\)metalminer\(dot\)com](mailto:tberezowsky@metalminer.com)**

We look forward to working with you!