

## **ForRentUniversity.com® #DiscoveringU Photo-A-Day Instagram® Contest**

### **HOW IT WORKS**

- Comply with the official rules
- Upload/submit photos or videos reflecting the contest during the Entry Period
- Use the hashtag #DiscoveringU on all photos and video entries
- Winners will be announced on or around April 11, 2014

Please see below for the complete contest rules.

### **OFFICIAL RULES**

SPONSOR: United Advertising Publications, Inc. dba ForRentUniversity.com

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE ODDS OF WINNING. VOID WHERE PROHIBITED.**

**CONTEST DATES.** ForRentUniversity.com's #DiscoveringU Photo-A-Day Instagram Contest (the "Contest") begins at 12:00:00 a.m. Eastern Daylight Time ("EST") on March 1, 2014 and ends at 11:59:59 p.m. Eastern Daylight Time ("EDT") on March 31, 2014 (the "Contest Period").

**Phase One** – Photo Submission Phase, starts at 12:00:00 a.m. EST March 1, 2014 and ends at 11:59:59 p.m. EDT on March 31, 2014.

**Phase Two** – Sometime after March 31, 2014 ForRentUniversity.com's internal panel of judges will select three (3) winners to be announced on or around April 11, 2014.

**CONTEST ELIGIBILITY.** ForRentUniversity.com's #DiscoveringU Photo-A-Day Instagram Contest (the "Contest") is open to legal residents of the fifty (50) United States and the District of Columbia who are age eighteen (18) years old or older (or the age of majority in their state or residence) as of the date the contest begins. This offer is void wherever prohibited or restricted and subject to all applicable federal, state, and local laws. Employees and their immediate family (parent, child, sibling and spouse of each) and individuals residing in the same household (whether or not related) of United Advertising Publications, Inc., Homes.com, Inc, Dominion Enterprises, Landmark Media Enterprises, LLC and any of their affiliates, subsidiaries, advertising and promotion agencies, and all other entities or individuals associated with the development, administration, or fulfillment of the Contest are not eligible to participate or win (the "Entities"). All applicable federal, state and local laws and regulations apply. This is a contest of skill

A person who complies with all the eligibility rules shall be referred to as "Entrant." All applicable federal, state and local laws and regulations apply.

**AGREEMENT TO OFFICIAL RULES.** By participating in the Contest, Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator and/or Judges and/or Internal Panel, which are final and binding in all matters related to the Contest. The award of a prize is contingent upon Entrant complying with

all conditions and fulfilling all requirements set forth herein. Please read the Official Rules carefully so that your excellent and creative photo or video does not have to be disqualified.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram®.

## HOW TO ENTER:

**PHOTO / VIDEO REQUIREMENTS.** Your photo or video must demonstrate your interpretation of the ForRentUniversity.com #DiscoveringU Photo-A-Day **Contest calendar** on Instagram, and it must comply with the following Official Rules to be eligible:

- 1) Upload your photos and/or videos to Instagram and use the hashtag #DiscoveringU. An Entrant may set up a free Instagram account at [www.instagram.com](http://www.instagram.com).
- 2) If you do not have an Instagram account and would still like to participate, submit your photo(s) or video(s) by emailing them to us at [contest@forrentuniversity.com](mailto:contest@forrentuniversity.com) by 11:59 PM EDT March 31, 2014.
- 3) In accordance with supported photos, the photo must be submitted as an attachment in one of the following formats: JPEGs (JPG), Non-Animated GIFs or PNGs
- 4) In accordance with supported videos, the video must be submitted as an attachment in one of the following formats: Instagram Video, MPEG4 (MP4) OR MOV.
- 5) The photo or video must be the original work of the Entrant.
- 6) The Entrant is unlimited to the number of photos and videos entries per day for the #DiscoveringU Photo-A-Day Contest.
- 7) The photo file size must be no larger than 10MB (Ten Megabytes) in size
- 8) The video file size must be no larger than 640 x 640 2.5MB (Two and a half Megabytes) in size.
- 9) The photo or video may not have won previous awards.
- 10) The photo or video must not infringe upon the rights of any third-party, including, without limitation, copyright, trademark, and rights of publicity and/or privacy. **This means that you cannot show any of the logos, mascots or other representations of your college or university, or logos or names of any product.**
- 11) The photo or video must be suitable for publication and may not be violent, immoral, offensive, illegal, pornographic, obscene, indecent or similarly inappropriate as deemed solely by the Sponsor.
- 12) The photo or video may not contain any content that is or may be perceived to be defamatory or that represents the Entities in a negative way or in any manner not consistent with Entities' brand and/or reputation as deemed solely by the Sponsor.
- 13) The photo or video must not contain any content that may be perceived to be an advertisement, promotion or endorsement of any Entity, or its product or service.
- 14) The photo or video must not contain any personal identification, such as personal names, street or email addresses, or phone numbers.
- 15) The photo or video must not contain materials embodying the names, likenesses or other indicia identifying any person including, without limitation, celebrities and/or other public or private figures, living or dead.
- 16) The photo or video must not promote any particular political party, agenda or message.
- 17) The photo or video may not contain any mention, discussion, logo, trademark, service mark, storefront, trade dress, mascot, video, or other image of any business or company, other than ForRentUniversity.com. **This means that you cannot show**

**any of the logos, mascots or other representations of your college or university.**

- 18) The photo or video may not include the likenesses of any identifiable persons other than the Entrant, unless written permission is obtained by the Entrant.
- 19) The photo or video cannot be dangerous or unsafe to make or produce, or include activities that are dangerous, unsafe, or present unreasonable risk of harm to person, animal or property, or suggest or imply to any person to undertake any dangerous, unsafe or unduly risky activity as deemed solely by the Sponsor.
- 20) The photo or video may not in any other way violate applicable laws and regulations. Any photo or video in violation of any of the above requirements and restrictions will be deemed void.
- 21) By submitting a photo or video in the Contest, each Entrant represents and warrants that these requirements have been met. Failure to satisfy these requirements, as determined in Sponsor's sole and absolute discretion, may result in ineligibility with respect to all photos and videos submitted by or on behalf of that Entrant.
- 22) By using the Instagram website and service to enter this Contest, Entrant also agrees to abide by Instagram's Terms of Use located at <http://instagram.com/legal/terms/>.

**ENTRANT IS RESPONSIBLE FOR OBTAINING PERMISSION TO USE THE PICTURE, IMAGE, AND/OR LIKENESS OF ANY THIRD PARTIES SHOWN IN THE PHOTO OR VIDEO.**

The Sponsor may request that any such third parties sign a waiver and release prior to the posting of the photo or video on the Website or the granting of any prize. Parent or legal guardian must sign a waiver and release prior to posting the photo or video of anyone under the age of 18.

**SELECTION OF FINALISTS AND WINNERS.** At the conclusion of the Contest Period, the Sponsor will post the winners in compliance with the Official Rules on or around April 11, 2014. All photos and videos will be reviewed for content before being posted on ForRentUniversity's Facebook® Fan Page or Instagram® Page. Photos and videos submitted may or may not be removed from the site, in the sole and absolute discretion of the Sponsor. The Sponsor shall have absolutely no obligation to give feedback or reasoning for why any photo or video is not posted on the site. The Sponsor shall have the sole right to reject or remove a photo or video from the site at any time.

**CONTEST:** Submitted photos and videos will be selected according to the following judging criteria:

- Creativity/Originality .....35%
- Presentation/Image Quality .....25%
- Relevance to Theme/Follows Contest Instructions.....20%
- Number of Entries.....20%

In the unlikely event of a tie, the photo or video with the earliest upload/entry date will be deemed a Winner.

**PRIZES.**

Contest Prizes: Three (3) PRIZES: One (1) first place winner will receive a gift card valued at

Three Hundred Fifty Dollars (\$350). One (1) second place winner will receive a gift card valued at One Hundred Fifty Dollars (\$150). One (1) third place winner will receive a gift card valued at Fifty Dollars (\$50).

**For The Prizes:**

All federal and state taxes on prize are the sole responsibility of the winners. No transfer, assignment, cash redemption, or substitution of a prize is permitted except that the Sponsor reserves the right, in their sole and absolute discretion, to substitute a prize (or portion of a prize) with a prize of comparable or greater value or cash value. In the event that a prize cannot be awarded for any reason or a winner is not capable of redeeming a prize for any reason, the Sponsor shall not be obligated to award any prize.

**RIGHTS IN THE PHOTOS AND VIDEOS.** All photos and videos (including all material embodied therein) submitted to the Sponsor shall remain the sole and exclusive property of Entrant, provided however that Entrant upon submission shall be deemed to have granted to Sponsor a royalty-free, sub-licensable, perpetual, irrevocable, non-exclusive, worldwide license to use, reproduce, publish, edit, and distribute any such photo or video in whole or in part, and in any form, media or technology, whether now known or hereafter developed. Nothing herein shall be construed to require Sponsor to publish, distribute or in any way use the photo or video (or any of the material embodied therein) should Sponsor in its sole discretion decline to do so.

**GENERAL:** This Contest is in no way sponsored, endorsed, administered by or associated with Instagram. The Sponsor, Instagram and their affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, "Releasees") are not responsible for: any incorrect or inaccurate entry information provided by an Entrant; human error; alteration of entries; entries that are processed late or incorrectly or are incomplete or lost. Illegible and incomplete entries are disqualified, as are those which in the sole opinion of the Sponsor violate any of the above Contest Official Rules. By entering this Contest, Entrants agree that neither the Sponsor nor Instagram shall be liable for personal injuries, death, damages, expenses or costs or losses of any kind resulting from Entrant's participation or inability to participate in this Contest or acceptance of or use of or inability to use the prize or parts thereof, including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Winner releases the Sponsor from any and all liability and responsibility with respect to the prize (including any property loss, damage, personal injury or death). Winner acknowledges that the Sponsor has neither made nor is in any manner responsible for any warranty, representation or guarantee, expressed or implied, in fact or in law, related to the prize.

If for any reason, this Contest may not be conducted as planned by reason of any entry that, in Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest, false and/or deceptive entries or acts, including the use of automated launching, voting or entry software shall render such entries ineligible and the Entrant will be disqualified. These Official Rules may be amended at any time without prior written notice, in the Sponsor's sole discretion. The Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify or suspend this Contest or any portion thereof. In the event this Contest is canceled, terminated, modified or suspended, the Sponsor, at their sole discretion, reserves the right to

select a Winner from remaining eligible entries or conduct a random drawing to award the prizes from among all eligible, non-suspect entries received before the time of the action or event warranting such cancellation, termination, modification or suspension.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

**WINNER LIST:** For an Official Winner List, (available after April 11, 2014) or a copy of these Official Rules, send an email to [contest@forrentuniversity.com](mailto:contest@forrentuniversity.com) or a self-addressed, stamped envelope to Hyon Cho For Rent Media Solutions, 16<sup>th</sup> Floor, 150 Granby Street, Norfolk, Virginia, 23510.