

# Inventory Quality Guidelines Program Enrollment Application



The following shall constitute the full agreement (“Agreement”) between the company named below (“Company”) and the Trustworthy Accountability Group (“TAG”) for participation in the TAG Inventory Quality Guidelines (“IQG”). Upon receipt by the TAG of a signed copy of this agreement, Company shall be eligible to participate in IQG.

IQG Program Enrollment is limited to companies in the inventory supply chain (Publishers, SSPs, Exchanges, Video, Mobile and Traditional Display Networks, DSPs and trading desks).

IQG Program Enrollees receive training for up to two (2) designated individuals in current guidelines compliance (required for the designated “Compliance Officer”). Fees also cover training on additions or revisions to the guidelines as they roll out. Completion of the program requirements includes: completed training for the compliance officer and submission of attestation forms by both the Compliance Officer and designated Business Contact. Upon completion of program requirements, Company shall receive “IQG Certified” badges and logos for their marketing use as well as a listing on the TAG website as a “IQG Certified” company.

**\*\* Special Note:** *Program enrollment is individual and distinct for all entities that maintain separate resources and/or process workflow. For example, brands and/or properties owned by a common parent company will each require separate certification as will a traditional display network and mobile network should they have a common parent company.*

The IQG Program enrollment period is annual running from January 1 to December 31 (ie regular calendar year for each annual Compliance Cycle). Program enrollment fees are pro-rated quarterly, with 75% due for new applicants on or after April 1, 50% due for new applicants on or after July 1, and 125% due for new applicants on or after October 1 (includes enrollment for the remainder of the current program period, plus a full year).

All companies applying to the IQG Program must be enrolled in the TAG Registration Program first. With an annual fee of \$10,000, this program is in place to create greater transparency throughout the digital supply chain.

Enrollment in the IQG program will automatically renew at the end of each program year for the following year. To cancel IQG Program participation, you must provide thirty (30) day’s notice in writing specifying termination of the program. In the event of cancellation by Company, or suspension or revocation of program participation by the TAG, fees shall be non-refundable, in whole or in part. Additionally, all “IQG Certified” listings and promotional materials will be forfeited and ineligible for use by Company.

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## Applicant Information

**Applicant First**

**Last Name**

**Street Address**

**City** **State** **Zip Code**

**Phone Number** **E-mail**

No formatting necessary ##### or ###-###-#### (please use Direct Contact Number)

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**Company Information**

**Company**

**URL**

**City** **State**

**Type of company**

**IQG Program Enrollment has a \$7,500 Annual fee, prorated quarterly for new applications. The program year runs from January 1st through December 31st of each year.**

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**Program Contacts**

**Marketing Contact**

**Marketing First** **Last Name**

**Street Address**

**City** **State** **Zip Code**

**Phone Number** **E-mail**

No formatting necessary ##### or ###-###-#### (please use Direct Contact Number)

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**Billing Contact**

**Billing First** **Last Name**

**Street Address**

**City** **State** **Zip Code**

**Phone Number**

**E-mail**

No formatting necessary ##### or ###-###-#### (please use Direct Contact Number)

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## Compliance Officer

**Compliance First**

**Last Name**

**Street Address**

**City**

**State**

**Zip Code**

**Phone Number**

**E-mail**

No formatting necessary ##### or ###-###-#### (please use Direct Contact Number)

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## Business Contact (cannot be the same as compliance officer)

**Business First**

**Last Name**

**Street Address**

**City**

**State**

**Zip Code**

**Phone Number**

**E-mail**

No formatting necessary ##### or ###-###-#### (please use Direct Contact Number)

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## Rights and IP Contact

**IP First**

**Last Name**

**Street Address**

**City**

**State**

**Zip Code**

**Phone Number**

**E-mail**

No formatting necessary ##### or ###-###-#### (please use Direct Contact Number)

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## Confirmation

**By signing below, I represent and warrant, on behalf of the Company listed above, that I have the right and authority to enter into this Agreement and perform its obligations.**

**Confirmed**

[check box to verify agreement](#)

**Type full name**