

Following is a summary of updates to the Ad-ID system to be released July 1, 2015.

Contents

New Pricing	2
Internet Display Pricing	2
Prefix Pricing	2
Locked Pricing	2
Unlocked Pricing	2
Account Notifications	3
Account terminology changed from CAP to MAX	3
Limitation on changing media type	3
Credit card zip code requirement.....	4

New Pricing

Internet Display Pricing

Per the new rates described below, Internet Display codes will be charged at \$5 per code and all other media will be charged starting at \$30 per code. Internet Display refers to banner ads and these rates do not apply to video ads running online.

When creating a code on Ad-ID, there is a Media Type option called Internet Display. Codes created under this media type will be charged at \$5 per code. Videos running online would fall under the Video media type.

Prefix Pricing

As of July 1, 2015, the prefix fee will be reduced from \$500 to \$400. This continues to remain a one-time activation fee.

Locked Pricing

A locked prefix/account can only be used for the advertiser to which they are licensed. The majority of prefixes/accounts on Ad-ID are locked.

The pricing for locked accounts is implemented based on annual account spend for one account during a 12 month period. Any accounts created on or after July 1, 2015, will be subject to the new locked account pricing as follows:

Annual Account Spend	Internet Display Price Per Code ¹	All Other Media Types Price Per Code
\$0-\$18,000	\$5	\$30
\$18,001-\$25,000	\$5	\$5
\$25,000+	\$0	\$0*

**(annual maximum of \$25,000)*

All locked accounts created prior to July 1, 2015, are subject to the new pricing which starts at \$30 per code (\$5 for Internet Display) on July 1, however, they will not be subject to the new 12 month maximum of \$25,000 until the account anniversary date.

Unlocked Pricing

An unlocked prefix/account can be licensed to agents (ad agencies, distribution companies, etc.) and used for multiple advertisers that do not have a locked prefix/account.

Previously, unlocked prefixes/accounts could only be used to create codes for advertisers that spend less than \$5 million per year in all media. They may now be used for any advertisers who do not have a registered prefix.

All unlocked accounts are subject to the new pricing on July 1, 2015 and will no longer be eligible for the annual maximum account spend.

New unlocked pricing:

Internet Display Price Per Code ¹	All Other Media Types Price Per Code ^{**}
\$5	\$30

*** (no annual maximum)*

¹Internet Display codes are charged at an introductory rate of \$5 (5 credits) per code and this rate may be discontinued with 60 days notice. All other media types are charged at the standard rates.

Account Notifications

Due to the fact that unlocked accounts are no longer eligible for the annual maximum account spend (\$25,000), the anniversary date notifications that the system automatically sends, will be discontinued for these accounts. The notifications will be discontinued so users do not receive unnecessary emails.

The anniversary date notifications will continue to be sent to those set up to receive them for locked accounts.

Account terminology changed from CAP to MAX

For those accounts that spend the maximum amount during the 12 month usage period, you will no longer see the term CAP and instead will see MAX throughout the system. This indicates that you have reached the maximum amount during the account usage period and codes are free after that point until the anniversary date.

OLD MESSAGE

Ad-ID Test 0
Organization CAP REACHED*
*Codes free until
03/02/2016

NEW MESSAGE

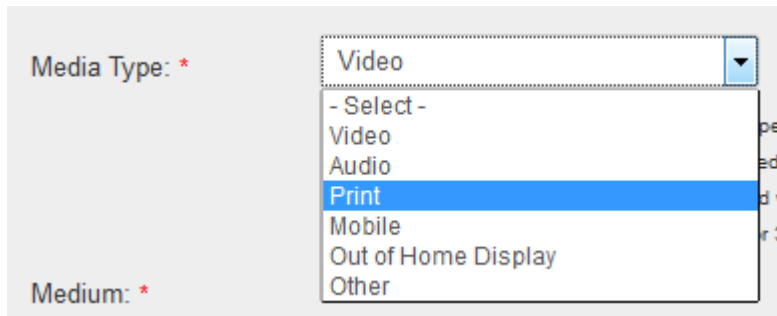
Ad-ID Test 0
Organization MAX REACHED*
*Codes free until
06/06/2015

Limitation on changing media type

Due to the difference in pricing between the Internet Display media type and other media types, once a code has been created as Internet Display, the media type cannot be changed.

Media Type: * Internet Display ?
Changing media type is restricted. Media type may not be changed:

Codes created with a non-Internet Display media type (such as Video, Audio, etc), cannot be changed to Internet Display.



Media Type: * Video

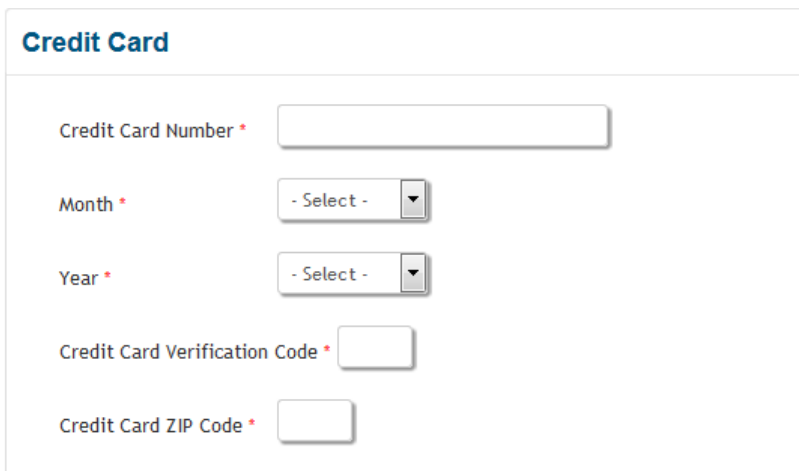
Medium: *

- Select -
- Video
- Audio
- Print
- Mobile
- Out of Home Display
- Other

For video codes, the existing limitations still remain meaning the media type cannot be changed for an HD or 3D code or if codes have been created with more than one definition format (e.g. SD with HD).

Credit card zip code requirement

When making a purchase with a credit card, the Credit Card Zip Code is a required field. Given that all countries do not have zip codes, this field is no longer required for billing addresses outside of the United States.



Credit Card

Credit Card Number *

Month *

Year *

Credit Card Verification Code *

Credit Card ZIP Code *

Please contact Ad-ID Customer Relations at cs@ad-id.org or 704.501.4410 with questions.