

# Ad-ID Rate Card



Ad-ID is the industry standard for identifying advertising assets across all media platforms.

[www.ad-id.org](http://www.ad-id.org)

The use of Ad-ID requires a registered prefix and the purchase of credits for codes (1 credit = \$1). Customers can purchase any number of credits based on their needs. Credits not used by the account anniversary date will roll over.<sup>1</sup>

## PREFIX ACTIVATION

A prefix is a 4 character identifier registered to a company and used at the beginning of each Ad-ID code.

**Activation fees for new and grandfathered prefixes are a one-time fee.**

- Standard Prefix cost: \$400 | • 501(c)(3) Non-Profit Prefix: \$0<sup>2</sup>

## ACCOUNT DEFINITIONS

**LOCKED PREFIX/ACCOUNT:** can only be used for the advertiser to which they are licensed

**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

## CODES FOR LOCKED ACCOUNT

The pricing for locked accounts is implemented based on annual account spend for one account during a 12 month period. The 12 month period begins on the date the account is created and ends on the account anniversary date, at which point the price per code will reset to the pricing at the \$0-\$18,000 level.

Costs for an individual locked account will not exceed \$25,000 per 12 month period. After the maximum dollar amount has been reached on a locked account, codes are free until the anniversary date.

### RATES FOR LOCKED ACCOUNT:

| Annual Account Spend | Internet Display Price Per Code <sup>3</sup> | 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)

## CODES FOR UNLOCKED ACCOUNT

Codes are charged at a flat rate and unlocked accounts do not qualify for the annual maximum amount of \$25,000.

### RATES FOR UNLOCKED ACCOUNT:

| Internet Display Price Per Code <sup>3</sup> | All Other Media Types Price Per Code** |
|--|--|
| \$5  | \$30                                   |

\*\* (no annual maximum)

## CODES FOR 501(C)(3) NON-PROFIT ACCOUNT

Codes provided at no cost (\$0 per code).<sup>2</sup>

<sup>1</sup>An account will be considered inactive if there is no activity for a 24 month period, including an absence of deposits or withdrawals to the account. Inactive accounts will be closed and any remaining credits will expire and be removed at that time. At no time are expired credits refunded to the account owner.

<sup>2</sup>Advertiser must provide a copy of their IRS determination letter confirming the company's 501(c)(3) status.

<sup>3</sup>Internet 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.