Ad-ID Rate Card

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 annual account anniversary date will roll over.¹

PREFIX
A prefix is a 4 character identifier registered to a company and used at the beginning of each Ad-ID code.
Prefix: $0

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.

<table>
<thead>
<tr>
<th>Annual Account Spend</th>
<th>Display Creative Price Per Code²</th>
<th>All Other Media Types Price Per Code²</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0–$18,000</td>
<td>$5</td>
<td>$30</td>
</tr>
<tr>
<td>$18,001–$25,000</td>
<td>$5</td>
<td>$5</td>
</tr>
<tr>
<td>$25,000+</td>
<td>$0</td>
<td>$0*</td>
</tr>
</tbody>
</table>

*(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.

<table>
<thead>
<tr>
<th>Display Creative Price Per Code²</th>
<th>All Other Media Types Price Per Code² **</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5</td>
<td>$30</td>
</tr>
</tbody>
</table>

**(no annual maximum)

CODES FOR 501(C)(3) NON-PROFIT ACCOUNT
Codes provided at no cost ($0 per code).³

¹An 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.
²Display Creative 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.
³Advertiser must provide a copy of their IRS determination letter confirming the company’s 501(c)(3) status.

Ad-ID reserves the right to change fees at any time with 60 days notice. Rates effective as of March 7, 2019.