

501(c)(3) PROGRAM

This program only applies to non-profit 501(c)(3) organizations. Ad-ID reserves the right to withdraw prefixes for abuses without notice. Other non-profit advertisers can license prefixes and purchase codes based on the non-profit rates published on the Ad-ID rate card.

501(c)(3) Program Policy:

- All new Ad-ID prefixes are 4 Alpha only and must be advertiser based.
- Advertiser must email cs@ad-id.org with a copy of their determination letter from the IRS, officially recognizing the company's tax-exempt status under 501(c)(3) of the IRS tax code. **The email subject must contain "Non-Profit" and Name of Advertiser.**
- Ad-ID customer service will respond within 48 business hours of receiving the 501(c)(3) documentation.
- 501(c)(3) organizations will receive a free prefix and unlimited contract. The contract will expire one year from the date of purchase.
 - If the advertiser already has a licensed prefix through ISCI or Ad-ID, the prefix will continue to be used.
 - If the advertiser does not have a prefix, Ad-ID will assign a prefix under the VY prefix range.
 - If the advertiser wants to license a prefix that is not part of the VY prefix range or in addition to the free VY prefix, they will be subject to the non-profit prefix fees per the Ad-ID rate card.
 - If a free VY prefix is provided, it will not be considered the 1st prefix in the multiple prefix rates.

Annual Renewal:

- At time of renewal, advertiser, or agency on their behalf, will need to email cs@ad-id.org to confirm that they still meet the requirements of section 501(c)(3).
 - Ad-ID maintains the right to check the IRS website to ensure the company is still listed as a non-profit per Publication 78.
 - Ad-ID maintains the right to review the Automatic Revocation of Exemption List to make sure the company's tax exempt status has not been revoked.
- Once the 501(c)(3) non-profit status is confirmed, Ad-ID will process the unlimited contract renewal which will expire one year from the date it is processed.
- If 501(c)(3) status is not confirmed, the contract will not be renewed.
- If the advertiser no longer qualifies as a 501(c)(3) but can provide documentation of non-profit status under another IRS subsection, the advertiser can renew at the non-profit contract rates. The VY prefix will not be withdrawn.
- If the advertiser no longer qualifies as a non-profit, they can renew at the regular contract rates. The VY prefix will be made inactive and the advertiser will need to license a new prefix at the standard Ad-ID rates.

Advertiser Information

Advertiser Name	
Contact	
Phone	
Email	
Address	
Address 2	
City, State	
Zip code	

The authorized individual below agrees to participate in the 501(c)(3) Program based on the above policy.

Date:	
Signature:	
Print Name:	
Title:	

Please e-mail the completed 501(c)(3) Program form, 501(c)(3) Set Up form and the company's 501(c)(3) determination letter to Ad-ID customer service at cs@ad-id.org. The email subject must contain "Non-Profit" and Name of Advertiser. Please contact customer service at (704) 501-4410 with questions.