

## PRO BONO PROGRAM

In order to accommodate agencies providing pro bono service to an advertiser, Ad-ID offers a Pro Bono Program. If the advertiser does not already have a licensed prefix, Ad-ID will provide the advertiser with a unique 4 letter prefix at no charge. All Ad-ID pro bono prefixes will begin with VY and will be assigned by Ad-ID. If the advertiser has a licensed prefix, that prefix should be used and a VY prefix will not be issued.

### Pro Bono Program Policy\*:

- Pro bono prefixes are issued at no charge and include a free 10 code contract, which will expire one year from the date of issuance.
- All pro bono prefixes are assigned by Ad-ID.
- The assigned pro bono prefix is only to be used for pro bono work for the advertiser assigned the prefix.
- For an advertiser with an existing prefix whose agency is providing pro bono service, a free 10 code contract will be provided for the first year under the pro bono program. The contract will expire one year from the date of issuance.
- Additional code contracts can be purchased at 50% off of the rate card.
- This form must be filled out to participate.
- All prefixes must be advertiser based.

\*For organizations that qualify as a 501(c)(3) non-profit, please go to [www.ad-id.org/501c3](http://www.ad-id.org/501c3) for procedures to participate in the free 501(c)(3) program.

### Agency Information

Agency Name	
Contact	
Title	
Phone	
Email	
Address	
Address 2	
City, State	
Zip code	

### Advertiser Information

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

*Ad-ID reserves the right to change Program provisions, Code Contracts provisions, and/or fee schedules at any time with 60 days notice.*



The authorized individual below agrees to the above policy and authorizes that the agency above is working on a pro bono basis for the above advertiser. The new unique prefix assigned by Ad-ID will be dedicated to the named Advertiser.

Date:	
Agency:	
Signature:	
Print Name:	
Title:	

Please e-mail or fax the completed form to Ad-ID customer service at [cs@ad-id.org](mailto:cs@ad-id.org) or fax # (704) 594-6290. Please contact customer service at (704) 501-4410 with questions.