

Prefix Rate Card



New Advertiser Prefixes

All new Ad-ID prefixes are 4 Alpha only.
All prefixes must be advertiser based. Agency prefixes are not supported.

Prefix	Cost
4 Alpha	\$1,500

Note: Includes a free 10 code contract (\$500 value).
The prefix fee is a one time fee.

Existing (Grandfathered) Advertiser Prefixes

Activation fees for existing (grandfathered) prefixes will be effective after September 30, 2008.

Prefix	Activation Fee
2 Alpha	\$2,500
3 Alpha	\$1,000
4 Alpha	\$500

Note: The activation fees are a one time fee. Activation of existing prefixes does not include a free code contract. Prefixes activated prior to September 30, 2008 will not be subject to the above fees.

Limited Prefix Program

Available to advertisers who need 5 codes or less per year.

Prefix	Cost
4 Alpha	\$500

Note: Includes a 5 code contract which will expire one year from the date of purchase. Advertiser is limited to only 5 codes per year and pays \$500 per year for use of prefix and 5 new codes.

Multiple Prefix Packages

Multiple prefix discounts apply only for prefixes purchased for one advertiser. If available, prefixes can be purchased in the same alpha range (for example, AAAA–AADD). Please contact customer service for multiple prefix packages.

Prefix	Cost
1st Prefix	\$1,500
1-4 Additional	\$500 each
5-9 Additional	\$250 each
10-25 Additional	\$125 each

Note: Cost is per prefix based on above schedule.
Example: 10 prefixes cost \$4,750
(\$1,500 + 4 @ \$500 + 5 @ \$250).

- Purchase of 1-10 total prefixes includes a free 10 code contract (\$500 value).
- Purchase of 11-26 total prefixes includes a free 50 code contract (\$2,250 value).

Non-Profit Prefix

Prefix	Cost
4 Alpha	\$500

Note: Includes a free 10 code contract (\$250 value).
The prefix fee is a one time fee.

501(c)(3) Non-Profit and Pro Bono Prefix

Prefix	Cost
4 Alpha	\$0

Note: The Pro Bono Program includes a free 10 code contract which will expire one year from the date of purchase. Additional code contracts can be purchased based on the published non-profit/pro bono code contract rates.

The 501(c)(3) Program provides a free prefix and unlimited contract with proof of 501(c)(3) status.

Code Contract Rate Card



All code contracts are good for one year from the date of purchase and cover all prefixes for a given advertiser.

Code Contract Rates

Number of Codes	Code Contract
1	\$50
10	\$500
50	\$2,250
100	\$3,000
300	\$7,500
Unlimited	\$10,000

Note: Unused codes do not roll over at the end of the contract period; however, Ad-ID will make accommodations for significantly under-utilized contracts. Accommodations will be implemented as follows:

- Accommodations will be offered for current contracts of 50, 100 and 300 codes where more than 30% of the code contract has not been used by the expiration date.
- A 25% discount off of the cost of the new contract will be offered.
- Agency and/or Advertiser should contact Ad-ID Customer Service to request the discount.

Multi-Year Code Contracts

Multi-Year Discounts are offered only on Unlimited and 300 code contracts. The total cost for the multi-year contract will be invoiced in total in year one.

- 2 year contract: 10% discount
- 3 year contract: 15% discount
- 4 year contract: 25% discount

Small Advertiser Program

This program is offered only to advertisers with media spending of \$5 million or less per year across all media, according to Nielsen's Monitor-Plus.

Number of Codes	Code Contract
300	\$2,500

Prefix	Cost
4 Alpha	\$500

Note: Prefix does not include a free code contract.

Direct Response Advertiser Program

This program is offered only to advertisers whose media spending is in direct response only.

Number of Codes	Code Contract
300	\$2,500

Prefix	Cost
4 Alpha	\$500

Note: Prefix does not include a free code contract.

Non-Profit and Pro Bono

Code contracts are purchased at 50% off of the published code contract rates.

501(c)(3) Non-Profit

A free unlimited code contract provided with proof of 501(c)(3) status.

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

Last Updated: 11/30/2011