

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.

Pro Bono Prefix

Prefix	Cost
4 Alpha	\$0

Note: 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.

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: 10/08/2008

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 underutilized 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

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: 11/24/2008

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 MonitorPlus.

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.