

Ad-ID Underutilized Contracts

The Ad-ID rate card states that unused codes in an Ad-ID code contract do not roll over at the end of the contract period; however, Ad-ID will make accommodations for significantly underutilized contracts.

To maintain fairness to all Ad-ID users, the unused code accommodations will be implemented as follows:

- The underutilized accommodation is for current contracts of 50, 100 and 300 codes where more than 30% of the contract has not been used by the expiration date.
- A discount of 25% off of the cost of the new contract will be offered.
- The 25% discount can only be applied if the contract renewal is a 10 code contract or larger.
- The discount is a one time offer that cannot be applied to multiple contract renewals.
- The discount is not automatically applied upon renewal. Agency and/or Advertiser should contact Ad-ID Customer Service to request the discount.