

2009 Important Ad-ID Dates

ISCI Grandfathered Prefixes Activated After October 1, 2008:

- Advertisers will incur an activation fee to activate ISCI Grandfathered prefixes.
- Activation fees are as follows:
 - 2 alpha prefix fee - \$2,500
 - 3 alpha prefix fee - \$1,000
 - 4 alpha prefix fee - \$500
- A code contract must be purchased within 30 days of prefix activation.
- If a contract is not purchased within 30 days, the prefix will be deactivated & subject to the activation fee when re-activated.
- Previous activation fees are not refundable

Information Regarding Prefixes as of January 1, 2009:

- ISCI prefixes will not be re-licensed.
- Prefixes not activated in Ad-ID will not be tracked or managed.
- Ad-ID assistance to holders of prefixes not activated in Ad-ID will be limited.

Information Regarding Designation of Complete Codes as of January 1, 2009:

- Ad-ID cannot authenticate codes not created in the Ad-ID system.
- Any codes not created in Ad-ID cannot be referred to as Ad-ID codes.
- Any new codes created cannot be referred to as ISCI codes.
- Codes created before this date can still be termed ISCI codes but not Ad-ID codes if they were not created in the Ad-ID system.