DAA Political Ads Program Licensing and Pricing

Political Ad Icon Licensing and Political Ads Program Pricing are based on your role in the advertising ecosystem.

- Are you a single candidate or organization that runs digital ads?

- Are you an agency or media provider with numerous political advertiser clients?

- Are you an ad tech or publisher that builds an in-house solution for transparency?

Pricing For American Clients (USD) | Political Ad Icon License Only
Subject to Licensing Agreement

Organization Type	Icon Licensing Fee
Single candidate or organization, Company with multiple clients (DSP, agency, consultant, etc.); Company with multiple clients (DSP, agency, consultant, etc.); Company, platform or publisher that integrates with API solution	$0

Pricing For American Clients (USD) | Political Ads Icon-Serving Platform
Subject to Licensing Agreement and Platform Addendum

Organization Type	Icon Licensing Fee	Platform Subscription Fee	CPM Usage Fee* (Billed Monthly or by Campaign by Participant's Choice)

Single candidate or political organization	$0	$250 annually (includes onboarding training for staff, subsequent training as needed)	$0.25 CPM ($250 per 1 million impressions)
Company with multiple political clients (agency, consultant, etc.)	$0	$500 annually (includes onboarding training for staff, subsequent training as needed)	$0.25 CPM ($250 per 1 million impressions)
Company, DSP or publisher that integrates with DAA Platform	$0	$2,500 annually (includes 2 hours of onboarding training for staff, subsequent training as needed).	Upon integration, API and volume CPM discounts are available for DSPs, with monthly thresholds that exceed 1 million, 10 million, and 100 million impressions. Please contact us.
Company, DSP or publisher that builds an in-house solution	$0	Please alert us to your in-house solution enabling Political Ad icon and disclosure delivery. We encourage you to learn about DAA's custom platform as an alternative. A Licensing Agreement is required to use DAA's icon-serving platform.	Upon integration, API and volume CPM discounts are available for DSPs, with monthly thresholds that exceed 1 million, 10 million, and 100 million impressions. Please contact us.

Pricing For American Clients (USD) | Political Ads Registry Platform
Subject to Licensing Agreement and Platform Addendum

Organization Type	Icon Licensing Fee	Platform Subscription Fee	Monthly Program Fee****

Single candidate or political organization	$0	$250 annually (includes onboarding training for staff, subsequent training as needed). If you are also using the icon-serving platform, there is no additional charge.	<mark>$100 (60-month commitment)</mark>
Company with multiple political clients (agency, consultant, etc.)	$0	$500 annually (includes onboarding training for staff, subsequent training as needed). If you are also using the icon-serving platform, there is no additional charge.	$300 (60-month commitment)
Company, DSP or publisher that integrates with DAA Platform	$0	$2,500 annually (includes 2 hours of onboarding training for staff, subsequent training as needed). Please contact us for customization information.	$1,500 (60-month commitment) & $2,000 (12-month commitment)
Company, platform or publisher that builds an in-house registry.	$0	DAA's registry keeps pace with changing state, federal and Canada law. We encourage you to learn about DAA's custom platform as an alternative. A Licensing Agreement is required to use DAA's registry platform.	Upon integration, API and volume CPM discounts are available for DSPs, with monthly thresholds that exceed 1 million, 10 million, and 100 million impressions. Please contact us.

<mark>FOOTNOTES TO BE CORRECTED</mark>

<mark>*CPM usage fees can be billed by the campaign or on a monthly basis. This can be specified at the time of program registration, or subsequent to the initial invoice. The usage CPM for campaigns includes the</mark>

tech that displays the icon inside your ads and builds the pop-up window with additional information to voters on a dedicated transparency page.

The platform also features survey capabilities and custom icon impression maps. Mapping services support in the DAA Political Ads Program is based on a minimum 1 million impression count per campaign at no extra charge. An *a la carte* charge can be arranged for impression counts of less than 1 million.

**Ad Registry usage is charged on an annual basis: $250 annually (for agencies and consultants) and $500 annually (platforms and publishers). (Some states require registries to be maintained for at least five years.) Additional hosting charges may apply if total usage exceeds 4 gigabytes a month.

***API and volume CPM discounts are available for DSPs, with monthly thresholds that exceed 1 million, 10 million, and 100 million impressions. Please contact us.

****Publicly available political ad registries are required in numerous states and in Canada – with a five-year retention mandate. Use of the DAA political registry requires a 60-month availability commitment.

USA: Contact trent@aboutads.info or chet@aboutads.info for details.