

Pricing For American Clients (USD) | Political Ads Platform

Subject to Licensing Agreement and Platform Addendum

Organization Type	Icon Licensing Fee	Program Registration Subscription Fee	CPM Usage Fee* (Billed Monthly or by Campaign by Participant's Choice)
Single candidate or organization	\$0	\$250 annually (includes onboarding training for staff, subsequent training as needed)	\$.25 CPM
Company with multiple clients (DSP, agency, consultant, etc.)	\$0	\$500 annually (includes onboarding training for staff, subsequent training as needed) \$150 annually for Registry services**	\$.25 CPM
Company, platform or publisher that builds an in-house solution	\$0	Please alert us to your in-house solution enabling Political Ad icon and disclosure delivery. A review fee may apply, and a Licensing Agreement is required.	Does Not Apply
Company, platform or publisher that integrates with API solution	\$0	\$2500 annually (includes 2 hours of onboarding training for staff, subsequent training as needed), additional hours: \$2500 (2-10 hours); Contact us if additional hours are needed – a free assessment is provided. \$500 annually for Registry services	Contact Us for Highly Favorable Pricing

*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 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.