

## Subscription Services

With ads for any subscription services or products that involve potentially confusing billing practices, be sure the ads and landing page comply with these guidelines.

### Ad text for subscription services must:

#### **1 Disclose any recurring or hidden billing structure**

Example: Subscription required.

### Landing pages for subscription services ads must:

#### **1 Display the price and billing interval on both the initial landing page and the page where billing information is requested**


Example: After subscribing to this service, you will be charged \$19.99/month.

#### **2 Provide an opt-in checkbox**

This checkbox may not be pre-checked or pre-selected.

#### **3 Include the Terms and Conditions**

The user should not have to click in order to view the Terms and Conditions.



Enter your MOBILE here:

66 123 4567

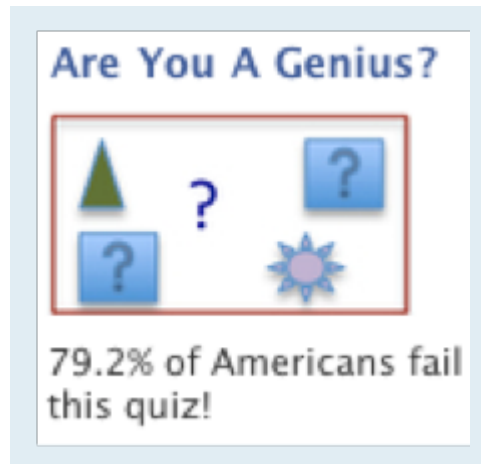
I agree to the terms and conditions of the offer and understand that I am subscribing to receive 10 ringtones per month at a cost of \$9.99 per month, to be charged to my wireless bill or pre-paid account. Standard rates apply.

The image above shows an opt-in check box with a detailed billing description on a portion of an acceptable landing page.



## Unacceptable Ad

This example advertisement does not disclose the advertised subscription service.



## Acceptable Ad

This example shows you a compliant ad. The image on the previous page represents an acceptable landing page that this ad might lead to.

