

Subscription Services

When creating your ads for any subscription services or products that involve potentially confusing billing practices, be sure your 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.



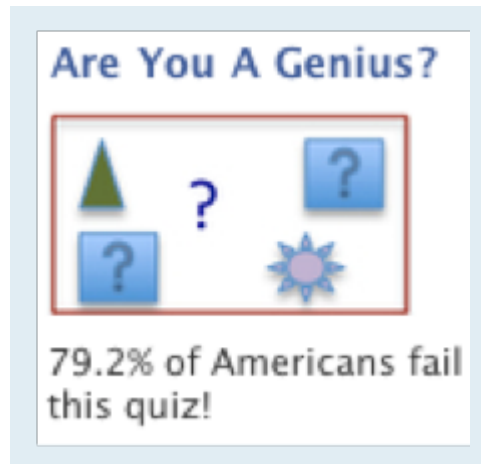
The image shows a mobile number entry form. At the top, it says "Enter your MOBILE here:". Below this is a text input field containing the number "66 123 4567". Underneath the input field is a checkbox that is currently unchecked. To the right of the checkbox is the following text: "I agree to the terms 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.

