

# Price List for IP Platform Certification

## 1 Price overview for email senders

Category <sup>1</sup>	Classification basis	One-off assessment fee	Monthly contributions <sup>2</sup>
1	Annual revenue ≤ € 0.5 million	€ 1,950	€ 390
2	Annual revenue > € 0.5 million ≤ € 2.5 million	€ 2,650	€ 795
3	Annual revenue > € 2.5 ≤ € 10 million	€ 3,200	€ 1,190
4	Annual revenue > € 10-25 million	€ 3,550	€ 1,495
5	Annual revenue > € 25 million	€ 3,950	€ 1,810
6	> 5,000 ≤ 50,000 IPs	€ 4,300	€ 2,110
7	> 50,000 ≤ 100,000 IPs	€ 4,950	€ 2,290
8	> 100,000 IPs	€ 5,500	€ 2,750
Non-profit	Charitable organisations	€ 500	€ 100

**Important:** The decisive factor is the company's total annual revenue in the previous year - regardless of how much was generated by email marketing.

## 2 Discounts for association members

Members of the following industry associations receive a 20% discount on all of the above fees:

- Deutscher Dialogmarketing Verband e. V. [German Dialogue Marketing Association]
- DMVÖ - Dialog Marketing Verband Österreich [Austrian Dialogue Marketing Association]
- Bundesverband Digitale Wirtschaft (BVDW) e.V. [German Association for the Digital Economy]
- eco - Verband der Internetwirtschaft [eco - Association of the Internet Industry]

This discount cannot be combined with the non-profit rate.

<sup>1</sup> The higher value (annual revenue or number of IPs) applies for classification.

<sup>2</sup> Payable only after successful certification.

### 3 Non-profit organisations

An organisation pursues charitable purposes if its activities are aimed at selflessly promoting the general public in material, intellectual or moral areas.

- Proof: In Germany, a certificate of recognition from the tax authorities in accordance with Section 52 of the German Fiscal Code (Abgabenordnung, AO) is required. Outside of Germany, equivalent tax law criteria and legal framework conditions<sup>3</sup> will be considered.
- Limits: Maximum use of 5 IPs.
- Exceeding the limit: If the limits are exceeded, the organisation will be classified as Category 1.
- Non-profit organisations receive special conditions – in return, participation in a short case study is required.

### 4 Public sector

The public sector includes state and semi-state institutions (such as chambers of industry and commerce, health insurance companies, broadcasting corporations and development aid institutions) at national, regional and local level – including public authorities, educational institutions, public-law organisations and comparable institutions. These institutions pay the Category 1 contribution.

All prices are subject to statutory value-added tax. Further information on the payment terms can be found in the [CSA Conditions of Participation](#).

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<sup>3</sup> Core elements for non-profit status: no distribution of profits, focus on the common good, transparency requirements, tax benefits