



Price List

for the central white list of the Certified Senders Alliance (CSA)

1 Dues for Bulk Mailers

a. One-time certification fee

- ◆ € 1,250.00 for small bulk mailers
- ◆ € 1,600.00 for medium bulk mailers
- ◆ € 1,950.00 for large bulk mailers

b. Monthly dues

- ◆ € 300.00 for small bulk mailers
- ◆ € 625.00 for medium bulk mailers
- ◆ € 950.00 for large bulk mailers

c. Company classification

- ◆ small bulk mailers: up to € 0.5 million annual sales
- ◆ medium bulk mailers : up to € 2.5 million annual sales
- ◆ large bulk mailers : over € 2.5 million annual sales

Please note: the figures for annual sales refer to the total of annual sales of the respective company, independent of how large the share that can be specifically assigned to email marketing may be.

d. DDV, DMVÖ, BVDW and eco e.V. members receive a 20% discount.

e. Special regulation for non-profit organizations

- aa. Non-profit organizations according to § 52 Abgabenordnung (AO) pay a reduced one-time certification fee in the amount of 500 €. The monthly due is 100 €.
- bb. Organizations covered by aa. are obliged to submit a certification about the recognition as a non-profit organization according to § 52 AO by the responsible financial authority.
- cc. The sending are limited to two IPs and 50.000 emails per month.

- dd. The CSA reserves the right to terminate the contract without notice by a number of three reprimands.
- ee. 1d. does not apply.
- f. The obligation to pay is maintained even if a mailer is taken off the list due to payment defaults, or after the rules of procedure have been applied and this is imputable to the bulk mailer. This applies whether the bulk mailer is at fault or not.
- g. Already paid dues are not refunded unless there is an explicit arrangement.

2 Dues for ISPs

ISP participation is free of charge.

3 Payment Conditions / Consequences for Payment Default

- a. All mentioned dues are to be paid with the additional value added tax.
- b. The certification fee must be paid when submitting the application for certification (together with signed and completed Participation Agreement and Questionnaire). The certification process only begins after the full certification fee has been received. The certification fee is not refundable.
- c. All payments are wired into the account of the eco - Verband der Internetwirtschaft e.V.
- d. The quarterly dues are payable at the beginning of each quarter: on 01.01, 04.01, 07.01 and on 10.01. Should participation start in mid quarter, the dues for the first quarter are due and pro-rated at one third per month begun.
- e. Should a participant to the project default on the payment longer than 30 days, there will be a temporary suspension from the list without further notice until the account becomes current and is paid up to date. The suspension is removed no later than 72 hours after complete payment has occurred.