

10 EMAIL OFFERS

10.1 **SCOPE**

Applies to all emails where Access Channels are displayed.

10.2 **DISPLAY RULES FOR COST AND T&C INFORMATION**

10.2.1 **COST OF ACCESS AND T&C DISPLAY RULES**

10.2.1.1 **Formatting Of Access Cost Text**

- The size of the text showing the cost of access must be 80% of the largest-sized version of the access number displayed on the advertisement.
- All access cost information must be placed horizontally

10.2.1.2 **Formatting & Font Criteria For T&C Text**

- The T&C text must be 70% of the largest-sized version of the access number displayed on the advertisement.
- All T&C information must be placed horizontally

10.2.1.3 **Position Of the Access Cost Text**

Display Text with pricing and contact info must be displayed on immediately below, above or to the side of the access number to show the FULL cost to consumer. The T&C text must be placed close as possible to the unique access number.

- If multiple offers are made on the same advertisement and the cost and T&C differ with each offering, each offering must show the cost & T&C separately and clearly.
- The consumer should not have to scroll down significantly on the email or follow any links to external pages to be made aware of the full pricing and T&C associated with a unique access number.
- No cost and/or T&C information may be placed on in-view type pages, nor on any pop-up pages, nor on any email page requiring a particular add-on component not generally available on the Internet.

