

# Search Ads Launch Promotion

## Terms and Conditions

By submitting your Search Ads Launch Promo Code for redemption, you agree to be bound by these terms and conditions (the “**Search Ads Launch Program Terms**”).

Your Search Ads Launch Promo Code is only redeemable for a credit valued in the amount of one hundred U.S. dollars (\$100 USD) (the “**Launch Promo Credit**”) that may only be applied to the purchase of Search Ads products and services, as made available by Apple on the U.S. App Store.

Redemption of your Search Ads Launch Promo Code (including full use of the Launch Promo Credit) must be completed by **March 30, 2017 at 11:59:59 UTC** (the “**Promotion Expiration Date**”). Search Ads Launch Promo Codes not redeemed by the Promotion Expiration Date will not be eligible for redemption. Any portion of the Launch Promo Credit not used by the Promotion Expiration Date will be deemed expired and no longer available for use.

**Eligibility.** You are eligible for promotional credit if you (a) are a developer and registered account holder on iTunes Connect and have at least one app available for sale on the U.S. Apple App Store no later than October 5, 2016 at 11:59:59 UTC; (b) are the recipient of the Search Ads Launch Promo Code as sent by Apple to the email address provided in your Search Ads account; and (c) otherwise comply with these Search Ads Launch Program Terms, which may change from time to time. Additional eligibility requirements may be specified in the offer you receive from Apple, which may be revoked at any time or for any reason by Apple. Apple is not responsible for non-complying redemption attempts. Code redemption from entities other than those specified as eligible herein will not be honored. Apple may refuse the redemption requests or reverse any redeemed Search Ads Launch Promo Code in the event of fraud or unauthorized redemption.

**Program Terms.** You acknowledge and agree that use of your Launch Promo Credit is contingent upon, and subject to, a valid Search Ads account, acceptance of the Search Ads Terms of Service available [here](#), and in compliance with Search Ads Content and Advertising Policies.

Your Launch Promo Credit is non-transferable, may not be sold or bartered, and may only be applied to the purchase of Search Ads products and services, as made available by Apple through your Search Ads account. Only one Launch Promo Credit is available per iTunes Connect developer account.

You will be charged in accordance with the Search Ads Terms of Service for all advertising that exceeds the Launch Promo Credit. You must pause your campaigns anytime before your Launch Promo Credit amount is exhausted to avoid additional

campaign charges. You will not be notified once your Launch Promo Credit is exhausted.

If your Search Ads account is set to any currency other than the United States dollar (USD), the Launch Promo Credit will be converted to the currency as set in your Search Ads account on the date of redemption. The conversion rate will be based on Apple's daily exchange rate calculations and may be subject to foreign currency fluctuations.

You are solely responsible for the payment of any taxes incurred.

Apple reserves the right to disqualify any developer who violates these terms and conditions or interferes with this offer in any manner.