

Advanced Payments - FAQs

Q: What are Advanced Payments?

A: As part of our continued mission to help publishers and make the revenue process more efficient, the Advanced Payments program is the first mobile ad payment process to offer Net 15 and Net 30 payment cycles, both methods for getting money sooner. Developers choose the payment plan that works best for their needs and pay a pre-payment fee to participate in the program.

Q: Why are there fees associated with the program?

A: The traditional in-app advertising payment process is part of a lengthy 90-120 day cycle: brands and advertisers first pay agencies, then agencies pay ad networks, ad networks pay ad exchanges and finally ad exchanges pay developers. With Advanced Payments, we consolidate payments by paying developers before we receive payment from the ad networks, a significant departure from the usual way of handling payment. You get your money faster but, in addition to the cost of borrowing money, this requires engineering and finance effort for us to maintain, so we charge a fee for this service.

Q: What are the associated fees?

A: The below fees will be deducted from your payments in the future once you are fully enrolled in the program.

- The 15 day program (Net15) has a fee of 10% of monthly earnings.
- The 30 day program (Net30) has a fee of 8% of monthly earnings.

Q: How do I Sign up?

A: Below are the detailed steps, in the order that they will occur.

1. Complete the form on www.mobclix.com/payments with your name, email address and your choice of the payment plan. Make sure to use the name and email linked to your registered Mobclix account.
2. Mobclix will begin reviewing applications on the 15th of the month. Applications initiated on or before the 15th will be considered for Advanced Ad Pay for that month. Applications initiated after the 15th will be considered for Advanced Ad Pay for the following month.
3. You will receive an email from info@mobclix.com (please make sure to add this address to your 'safe sender' list to avoid it going to spam). The

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email will list out the status of your application and next steps.

- a. If you ARE accepted: You will need to complete the entire sign up process which includes accepting the program Terms & Conditions.
- b. If you ARE NOT accepted: You will be notified the reasoning why.

Q: What are the basic qualifications for publishers who are accepted into the program?

A: We require the following in order to get you started on Advanced Payments:

- A Mobclix Developer for a minimum of 6 months
- Make at least \$200/month for 3 months.

Because we don't invoice for under earnings under \$100, which would affect the payments schedule, we want to make sure all publishers accepted comfortably exceed this amount.

Q: If I am accepted, when will the program start?

A: For our launch, if you are approved and you complete the entire sign up process by October 31st, we will get you on-boarded for the month of October. You can expect to receive payment on November 15th (if you selected Net15) or November 30th (if you selected Net30). Moving

forward, if you sign up before the 15th of the month, we will get you on-boarded for that month. If you sign up after the 16th, you will be enrolled in the program for the following month.

Q: Is there a time commitment?

A: To minimize overhead and to help us get the timing of your invoice correct, we require enrolled participants to commit to one payment plan for 6 months. You will be able to see what payment plan you are currently enrolled in, and when you are eligible to change, by visiting the payment preferences section of the developer dashboard

(<https://developer.mobclix.com/account/general/payment>)

Q: How do I view revenue / earnings?

A: Within the dashboard, go to

<https://developer.mobclix.com/revenue>. This section displays operational data to help you gauge your daily app performance and earnings. However, this data is not finalized and we fully expect to receive network adjustments on the operational data. This initial operational data will be used to create your advanced ad payment invoice. When we receive verified information about your actual earnings, we will true-up future invoices to make sure you get paid on what you earned.

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Q: What are adjustments and how will they take place?

A: Ad networks sometimes make revenue adjustments to operational revenue data (read [this](#) article for more information on why). Normally, with net-90, these amounts are finalized before payment. However, because we're paying you before networks have finalized your earnings, revenue can change after we've paid you. So, we will apply this adjustment to your earnings from subsequent months:

1. When our reporting is complete (closer to 90 days after the end of month), we will compare what we paid you with what you actually made.
2. When we settle our account, it can go both ways: our initial payment might be too high or it might be too low. So we'll either credit or debit your account with the appropriate amount.
3. In both cases, the adjustment will be a net amount (after the service fee). This means if you owe us because we overpaid you, we reduce a future payment by the overpaid amount, less the service fee. If we owe you

because we underpaid you, we will pay you the amount we underpaid you, less the service fee.

4. Historically, these amounts are most often ~2% of your total earnings

Q: How do I view invoices?

A: We are finalizing details for improved invoicing/reporting functionality within the dashboard. In the short term, if you want to trackback checks to the dashboard, [here](#) is what you need to do.

Q: I am a Mobclix publisher and I do not want to enroll in Net15 or Net30, do I need to do anything?

A: NO. If you are happy with the Net90 terms that are standard for all of the publishers that work with Mobclix, you do not need to do anything. For more information on our standard payment terms, go to www.mobclix.com/faqs.html#faqs-3