Billing — invoices, payment, acts

How the cost is formed, how to pay an invoice by card or bank transfer, the company balance, acts and reconciliation statements, refunds.

Cost

- The model is **CPM**, the price per 1,000 impressions. Base rates are published on the "Prices and rates" page at adstart.tv.
- The final campaign cost depends on the channels, audience, period, video length and placement volume — it's shown in the campaign's "Price" section and on the issued invoice.
- Prices in the account **exclude VAT**; **20% VAT** is added to the invoice amount. The invoice shows the amount without VAT, the VAT and the amount due.

Invoices

Billing — all your company's invoices:

Status	Meaning
Draft	The invoice is being prepared
Issued	Awaiting payment by the due date
Paid	Payment received (in full or partly — see the "Payment" column)
Overdue	The due date has passed
Cancelled	The invoice is voided

Invoices can be downloaded. The campaign starts airing after payment arrives (prepayment).

How to pay

- **By card** Visa/Mastercard — the **Pay by card** button (LiqPay, PrivatBank). Card data is processed only by the payment service; the portal doesn't store it.
- **By bank transfer** using the details on the invoice — be sure to include the **invoice number** in the payment reference.

Balance

An overpayment stays on the **company balance**. On an invoice you can tick **"Use balance"** — the amount is deducted from the balance; untick it to return the amount to the balance and use it for another invoice. The same balance pays for video generation — 2. Balance and paying for generation.

Acts

- The **act of services rendered** is available after payment and the end of the campaign.

- A **reconciliation statement** is generated for a period — first select the company in the switcher at the top.

Refunds

- The campaign hasn't started yet — the money is refunded in full.
- The campaign was partly delivered — the cost of the unused impression volume is refunded proportionally.
- Refunds use the same method: to a card via LiqPay within 30 days (depending on the bank), by transfer — within 3 banking days.
- Send a request to the email listed on adstart.tv with the invoice or campaign number and the reason — review takes up to 3 business days.

Full terms — in the public offer and the "Payment and refunds" section at adstart.tv.