

What are my billing options?

Set up your ad account with **monthly invoicing**, **credit card**, or **Insertion Order**.



1 Monthly Invoicing *(recommended)*

Invoicing can be set up for any individual ad account by filling out [this web form](#). Note that this is not an agency credit line – you will need to complete this form for each advertiser/account separately. With invoicing, you have the option to bill the client direct or to bill the agency. Approval is based on credit history. Already paying by invoice but want to update invoicing details? Do so [here](#).

What else to know?

- The minimum qualification of \$3,000 USD in two consecutive months over the last 12 months will likely be waived, especially if the agency is the bill-to and/or the client has spent this amount in a separate Ad Account.
- This form will go directly to our credit and billing team for processing with a 1-5 business day turnaround time. If additional information is needed, they will follow up with the contact listed on the webform.
- If you move to online invoicing from credit card, you will not be able to go back to credit card payments.

2 Credit Card

This is the quickest way to go live when you create an ad account online. You'll be prompted to enter your billing information as you create a new ad account. Paying with a credit card has no minimums, charges are applied daily if spending more than \$100 USD/day, weekly if your balance is \$20 USD or more, first of the month if your balance is \$0.01 USD or more. There is no flexibility to change the frequency of charges.

3 Insertion Order

Any account buying through an insertion order requires a dedicated LinkedIn account rep. This is a contractual buy with an agreed upon upfront budget, run dates, and product type and requires a minimum spend of \$25k/quarter/client. There is less flexibility with IO, as changes need to be done by the account rep through a contract amendment and account set up also has to be done through the rep.

I need to...

- [Update ads billing information](#) or [update invoicing details](#)
- Remove account hold status with [these simple steps](#).
- Access billing receipts [from ad account](#).
- Know what [currencies are available for invoicing](#).
- Understand my [invoice](#).
- Understand [billing cycles for credit card payments](#).



[Click here for more billing help](#)



Should I use an IO or Online account?

Benefits of IO (field) based accounts:



LinkedIn account team creates the initial business account



Invoicing is based on actual spend from the month prior



Your campaigns will not spend beyond the end date of the IO



Straight line discounting is included within the same Campaign Manager account



Additional funds may be added on to the IO



We have the ability to pre-bill which means you can invest now and pay later

Considerations of IO (field) based accounts:

- The creation of an IO takes time and a credit check
- If product allocations are made, it requires an amendment and additional credit checks regardless of going through the process at the beginning of the campaign
- We can only run one product in an IO based account. If we add new products like Message Ads or Dynamic Ads, we would need to create net new accounts for each product
- At this time we don't have the ability to group campaigns within an account
- IO invoices report total spend within the account and does not breakout by campaign

Benefits of Online accounts:



The account and invoicing is set up by the client and generally takes 2-5 days



There is no upfront contract/commitment. We simply bill based on actuals from the prior month.*



Early access to betas and pilots as online customers are prioritized in these offerings



Online invoices include more detail and breakout spend by campaign



Online provides you (the advertiser) the greatest level of flexibility because you can run all campaigns (all Ad Products) in a single Ad Account across multiple POs - provided the PO number is included in the campaign name



You can run campaigns (all products) in one single Campaign Manager account (Master Account) across multiple POs - provided the PO number is included in the campaign name



You can create separate "campaign groups" for each of your different initiatives, which will make managing your campaigns MUCH easier

* Online is the same Campaign Manager user interface and has the same products and functionality as an IO managed account. This option is a different way to buy media that eliminates the need for paperwork. You will still have the same high-level customer service/support from LinkedIn.

Considerations of Online accounts:

- We cannot pre-bill
- We cannot offer added value within the online account. If added value is granted, it would reside in a separate IO Ad account
- Once monthly invoicing is set up, you cannot go back to credit card payments
- If moving to an Online account, we will have to re-build campaigns/creative. However, your LinkedIn team is here to help!

[Click here for more billing help](#)