



## **.LONDON Special Promotion Program**

### **The Promoter**

Dot London Domains LTD., a company registered in England and Wales with registered company number 07982351 and whose registered office is at London & Partners, 169 Union Street, London SE1 0LL.

### **Term of Special Promotion Program**

The .LONDON promotion program (the “**Promotion**”) shall be valid for all registrars that provide Internet domain name registration services for the .LONDON top-level domain (“**Registrars**”) completing new .LONDON registrations from 1 March 2023 (the “**Term**”), lasting three (3) months after the start of the promotion. Extension are possible provided a repeated approval by the Promoter.

### **The Promotion**

Registrars that sign up for the Promotion shall receive a 75% discount on the fees for the first year of registration of each .LONDON domain.

The discount will be credited to the Registrar’s account at the end of each month based on the report from Central NIC system, unless otherwise agreed.

Contact [contact@register.london](mailto:contact@register.london) to apply.

### **Eligibility**

In order to be eligible for the Promotion, the Registrar must have achieved at least one (1) of the following results in the previous 12 months:

1. At least 30 monthly new standard domain registration in three (3) consecutive months.
2. An average of 40 new standard domain registrations in the previous 12 months.

And fulfill at least one (1) the following conditions:

1. Include .LONDON in the top five (5) search results for a domain based on a search from a London IP address.
2. Include the .LONDON logo and/or promotional message on the registrar’s home page, which shall appear where a user accesses the website via a local search from a London based IP address, or a country-based storefront.
3. Set a mini landing .LONDON page
4. Include .LONDON promotion in the registrar’s newsletter at least once every quarter

\*Registrars that share their company logo and URL to their mini landing .LONDON page or their promotion with [contact@register.london](mailto:contact@register.london) shall also be listed on .LONDON as a promotional partner.

Whilst at least one of the above activities is required to be eligible for the Promotion, Registrars are welcome to implement as many activities as they wish.

### **Additional information**



The Promotion does not apply to: (i) premium domains, (ii) second and subsequent years registration costs, (iii) registrations after the Term, including, renewal costs, (iii) transfer costs; and (iv) any other costs.

The Promoter reserves the right to revoke any applicable discount and invoice for any discounted amount for:

- any use, creation or promotion of abusive domains by a Registrar as determined by The Promoter in its sole discretion;
- failure by a Registrar to implement or maintain an activity set out above; or
- failure by a Registrar to act in accordance with the Promoter's Acceptable Use Policy (which can be found [here](#)).

Where issues persist, the Promoter reserves the right to revoke a Registrars inclusion in the promotion.

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Registrar name	Registrar ID	Name and surname of authorized person
Signature		