

# OptBlue® Emerging Market Industry pricing

Making it easier for you to unlock more plastic acceptance with American Express.



In 2018, American Express created new pricing and fee structures in select industry categories. **The bolded industry is NEW for 2019.**

MCCs:

- 5960 – Direct Marketing Insurance
- 5968 – Direct Marketing: Continuity/Subscription
- 6300 – Insurance Sales, Underwriting & Premiums
- 8220 – Colleges, Universities, Prof. Schools & Junior Colleges
- 8211 – Elementary and Secondary Schools
- 8351 – Child Care Services
- 8398 – Charitable and Social Organizations**
- 9211 – Court Costs, including Alimony & Child Support
- 9222 – Government Fines
- 9399 – Government Services

Speak with your OptBlue Participant for more details.



**DON'T**  
*do business*  
**WITHOUT IT™**