



Campaign Details

Last Updated: 3/14/2019

Card Name: Green Dot 5% Cash Back Visa® Debit Card

Tracking Link and Commission: In email

Commission Point: Funded Card

Reporting: Delayed, Daily upload

Abuse Policy: Any violation(s) of the following conditions may cause iCommissions to remove the offending Publisher from these programs and withhold payments for outstanding approvals. Furthermore, abuse of this policy is grounds for immediate termination.

Approved Marketing Methods:

☒ **Display**

☒ Card Comparison

☒ Banners

☒ Thank You Pages

☒ Articles/Reviews

☒ Text

Content

☐ **Email**

☐ Internal

☐ Newsletter

☐ **Pop**

☐ Redirect

☐ Path

☐ Push Notification

☐ **Search**

☐ Paid Search

☐ **Network Distribution**

☐ Site Listings

☐ 3rd Party Email

General Campaign Terms & Conditions:

- Campaigns may only be marketed through approved methods specific to campaign. The following are forbidden: face-to-face marketing, event marketing, incentivized traffic, and lead capture on publisher's site.
- Publisher must use campaign specific creative.
- Publishers desiring to create publisher specific creative, must submit and gain approval from iCommissions prior to driving traffic through it.
- Publisher sites must be approved prior to listing campaigns and source ID's must be passed through for compliance purposes.
- Potential sites should be high quality and not contain adult material, promote gambling or other illegal activity, internet abuse or Spyware. They must be U.S. targeted and written in English.
- Card comparison sites must include an advertiser disclaimer which states that they are compensated for campaigns listed on their site.
- Sites must contain a privacy policy.
- If email is allowed, publisher must use compliant, approved creative and abide by the CAN-SPAM Act of 2003.
- Email publishers must remain in suppression compliance or risk termination from campaign.
- Email publishers must allow list seeding.
- Network distribution is prohibited unless specifically approved by iCommissions.
- If allowed to distribute through their network, Publisher agrees to provide a listing of placements for compliance purposes.
- Written consent is required before publishing any material or offline advertising that makes references to any programs or trademarks promoted by iCommissions. This restriction includes, but is not limited to, offline press releases, online press releases, print ads, radio ads, and any listing on websites that are not pre-approved.



Search Engine Marketing (Trademark or Brand Term bidding) Requirements:

Publishers are strictly prohibited from bidding on any Green Dot brand trademark terms and domain names, including misspellings, on any search engine or other digital media (desktop and mobile), including Google, Yahoo!, MSN, etc.

Publishers are also prohibited from displaying any Green Dot domains as the destination URL in their SEM ad copy for any keyword or as content on any web page. Green Dot domains include, but are not limited to: www.greendot.com, www.greendotcredit.com, www.greendotcc.com, www.bonnevillebank.com and www.gobank.com.

Publishers are also prohibited from including the proceeding terms in any advertisement that links directly to these offers: Building, Rebuilding, Establishing, Guaranteed, Easy Approval, Pre-Approval, Improving, Repair and Restore.

Restrictions:

Prepaid cards are not available to VT residents.

All placements must comply, and corrections must be made within 48 hours of notice.

US Traffic Only

Applicants must be over the age of 18 (19 in Alabama and Nebraska; 21 in Mississippi)

3rd party/network distribution allowed on this campaign with sales approval.

Positioning Requirements:

The following marketing language is approved for the promotion of the Green Dot 5% Cash Back Visa® Debit Card from Green Dot Bank.

Approved Bullet Points:

- Earn 5% Cash Back on purchases, up to \$100 per reward year
- No overdraft fees, ever
- No credit check to get a card
- Get paid up to 2 days earlier with free direct deposit (subject to your payment provider's process and timing)
- Track your money 24/7 with our mobile app. Deposit checks with your smartphone
- Use it everywhere Visa debit cards are accepted in the U.S.
-

Category Suggestions:

Prepaid, Debit, No credit, Direct Deposit



Green Dot 5% Cash Back Visa® Debit Card	
Purchase Price Online	\$0.00
Purchase Price In a Store	Up to \$1.95
Reload/Cash Deposit Fee	Up to \$4.95
ATM Fees	\$3.00 Withdrawal and \$0.50 balance inquiry, plus any fees the ATM owner may charge.
Teller Cash Withdrawal Fee	\$3.00
Foreign Transaction Fee	3%
Replacement Card	\$5.00
Monthly Charge	\$9.95
Paper Check Fee	\$5.95 for pack of 12 checks
Direct Deposit	\$0.00
Card Art:	