



Campaign Details

Last Updated: 5/7/2020

Card Name: Amalgamated Bank of Chicago Union Strong Mastercard® Credit Card

Tracking Link and Commission: In email

Commission Point: Per card issued

Abuse Policy: Any violation(s) of the following conditions may cause iCommissions to remove the offending Publisher from this program 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.
- Email publishers 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.



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

Publishers are strictly prohibited from bidding on any Amalgamated Bank of Chicago Union Rewards Mastercard® 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 must include "Amalgamated Bank of Chicago Union Rewards Mastercard®" as a negative matched keyword in all paid search campaigns.

Publishers are also prohibited from displaying any Amalgamated Bank of Chicago Union Rewards Mastercard® domains as the destination URL in their SEM ad copy for any keyword or as content on any web page. Amalgamated Bank of Chicago Union Rewards Mastercard® domains include, but are not limited to: www.unionrewardsnow.com, www.aboc.com, and www.ezcardinfo.com

Restrictions:

All placements must have prior bank approval of mocked up site

US Traffic Only

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

No 3rd party/network distribution allowed on this campaign.

Positioning Requirements:

The following marketing language is approved for the promotion of the Amalgamated Bank of Chicago Union Strong Credit Card from Amalgamated Bank of Chicago.

Approved Bullet Points:

- 0% Intro APR on Purchases for 12 months and Balance Transfers for 18 months; after that the variable APR will be 9.25% (V)
- Earn \$150 statement credit after you spend \$1,200 on purchases within the first 90 days from account opening
- Earn 5x rewards on up to \$1,500 in combined purchases each quarter in popular categories such as dining, groceries, travel, and automotive
- No upper limit on the points you can accumulate, and since points never expire, you can save up for a big award!
- Earn Points on Every Purchase! It's simple: \$1 = 1 Point
- No Annual Fee
- Select Your Rewards Your Way

Knockout Criteria:

- Vantage Score <680
- 4 bankcard inquiries in prior 6 months (other loan types – e.g., car loans - should not be considered)
- No trade lines
- Bankruptcy discharged in last 2 years
- 1+ derogs (e.g., 60+ day delinquent) within last 2 years
- Does not reside in 50 U.S. states or District of Columbia
- 1 or more bankcards 100% utilized

Category Suggestions:

Excellent Credit, Good Credit, Rewards Cards, EMV "Chip" Cards, 0% Interest, No Annual Fee



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Intro APR: Purchases and Balance Transfers	0% for 12 months, 0% for 18 months on Balance Transfers
Regular APR	9.25% (V)
Cash Advance APR	14.25% (V)
Annual Fee	\$0
Credit Needed	Good/Excellent
Card Art:	