



## Campaign Details

Last Updated: 9/14/2021

**Campaign Name:** First Progress Mastercard® Secured Credit 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

☐ 3<sup>rd</sup> 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.



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- 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) Restrictions:

Publishers are strictly prohibited from bidding on any First Progress 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 "First Progress Mastercard®" as a negative matched keyword in all paid search campaigns.

Publishers are also prohibited from displaying any First Progress Mastercard® domains as the destination URL in their SEM ad copy for any keyword or as content on any web page. First Progress Mastercard® domains include, but are not limited to:

[www.timeforprogress.com](http://www.timeforprogress.com), [www.firstprogress.com](http://www.firstprogress.com) and [www.synovus.com](http://www.synovus.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:

All placements must have prior bank approval

US Traffic Only

Applicants must be over the age of 18 (19 in Alabama and Nebraska; 21 in Mississippi) No 3<sup>rd</sup> party/network distribution allowed on this campaign.

Nationwide Program though not yet available in NY, IA, AR, or WI

Must have valid debit card or credit card

### Positioning Requirements:

The following marketing language is approved for the promotion of the First Progress Mastercard® Secured Credit Cards from Synovus Bank.

### Category Suggestions:

Poor Credit, Bad Credit, Limited Credit, No Credit, Secured Credit



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### Approved Bullet Points for all versions:

- Receive Your Card More Quickly with New Expedited Processing Option
- No Credit History or Minimum Credit Score Required for Approval
- Quick and Complete Online Application; No credit inquiry required!
- Includes Free Real-Time Access to Your Credit Score and Ongoing Credit Monitoring powered by Experian
- Full-Feature Platinum Mastercard® Secured Credit Card; Try our new Mobile App for Android users!
- Good for Car Rental, Hotels; Anywhere Credit Cards Are Accepted!
- Monthly Reporting to all 3 Major Credit Bureaus to Establish Credit History
- Credit Line Secured by Your Fully-Refundable Deposit of \$200 -- \$2,000 Submitted with Application
- Just Pay Off Your Balance and Receive Your Deposit Back at Any Time
- 24/7 Online Access to Your Account
- Nationwide Program though not yet available in NY, IA, AR, or WI \*\* See Card Terms.
- Get a fresh start! A discharged bankruptcy still in your credit bureau file will not cause you to be declined.
- ¡Hablamos Español! Nuestros representantes de servicio al cliente hablan Español con fluidez para su conveniencia.

First Progress Mastercard® Secured Credit Cards			
	Platinum Select	Platinum Prestige	Platinum Elite
<b>Purchases: Intro APR</b>	N/A	N/A	N/A
<b>Balance Transfers: Intro APR</b>	N/A	N/A	N/A
<b>Regular APR</b>	13.99% (V)	9.99% (V)	19.99% (V)
<b>Cash Advance APR</b>	19.99% (V)	18.99 (V)	24.99% (V)
<b>Annual Fee</b>	\$39	\$49	\$29
<b>Credit Needed</b>	Poor/Limited/No Credit	Poor/Limited/No Credit	Poor/Limited/No Credit
<b>Processing Fee</b>	N/A	N/A	N/A
<b>Monthly Servicing Fee</b>	N/A	N/A	N/A
<b>Card Art - Platinum Select:</b>			



Card Art - Platinum Prestige	
Card Art – Platinum Elite	