



**Card Name:** Green Dot *primor*<sup>®</sup> Secured Mastercard<sup>®</sup> Card

\**primor* can be listed with or without italics due to system limitations

**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.
- 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 primor 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 "Green Dot primor" as a negative matched keyword in all paid search campaigns.

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

All states are welcome to apply.

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

US Traffic Only

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

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

Must have valid debit, credit, or prepaid account

**Positioning Requirements:**

The following marketing language is approved for the promotion of the Green Dot *primor*<sup>®</sup> Secured Mastercard<sup>®</sup> Cards from Green Dot Bank.

**Category Suggestions:**

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



<b>Green Dot primor® Mastercard® Classic Secured Credit Card</b>	
<b>Approved Bullet Points</b>	<ul style="list-style-type: none"> <li>• Credit lines available from \$200 to \$5,000! Low fixed 13.99% interest rate on purchases - with no penalty rate!</li> <li>• No minimum credit score requirements! We invite all credit types to apply! No processing or application fees!</li> <li>• Helps strengthen your credit with responsible card use. Reports to three national bureaus</li> <li>• Fast, easy application process. Choose your credit line and open your Personal Savings Deposit Account to secure your line.</li> <li>• See additional Green Dot primor® Mastercard® Classic Secured Credit Card details</li> </ul>
<b>Purchases: Intro APR</b>	N/A
<b>Balance Transfers: Intro APR</b>	N/A
<b>Regular APR</b>	13.99% (F)
<b>Cash Advance APR</b>	18.99% (F)
<b>Annual Fee</b>	\$39
<b>Credit Needed</b>	Poor/Limited/No Credit
<b>Processing Fee</b>	N/A
<b>Monthly Servicing Fee</b>	N/A
<b>Text Under Apply Now Button</b>	At Green Dot primor's secure site
<b>Card Art:</b>	



<b>Green Dot primor® Mastercard® Gold Secured Credit Card</b>	
<b>Approved Bullet Points</b>	<ul style="list-style-type: none"> <li>• Credit lines available from \$200 to \$5,000! Super Low Fixed 9.99% interest rate on purchases - with no penalty rate!</li> <li>• No minimum credit score requirements! We invite all credit types to apply! No processing or application fees!</li> <li>• Helps strengthen your credit with responsible card use. Reports to three national bureaus</li> <li>• Fast, easy application process. Choose your credit line and open your Personal Savings Deposit Account to secure your line.</li> <li>• See additional Green Dot primor® Mastercard® Gold Secured Credit Card details</li> </ul>
<b>Purchases: Intro APR</b>	N/A
<b>Balance Transfers: Intro APR</b>	N/A
<b>Regular APR</b>	9.99% (F)
<b>Cash Advance APR</b>	18.99% (F)
<b>Annual Fee</b>	\$49
<b>Credit Needed</b>	Poor/Limited/No Credit
<b>Processing Fee</b>	N/A
<b>Monthly Servicing Fee</b>	N/A
<b>Text Under Apply Now Button</b>	At Green Dot primor's secure site
<b>Card Art</b>	