



## Reimbursement Requirements

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### Trade Media Ads

- All ads must mention financing is available through APPROVE and include the APPROVE or “Powered by APPROVE” logo.
- All digital ads must link to a page that includes one of the following:
  - APPROVE financing plug-in buttons
  - A digital APPROVE financing application
  - An APPROVE promotional landing page
  - A link/tab that opens a page with one of the above
    - Link requirements are waived for Printed Ads
- Ads must be approved before they are published.
- Visual proof of the ad being displayed in the selected trade media must be provided before co-op marketing reimbursement checks are sent.