

PROGRESSIVE LEASING MARKETING BANNERS

Last updated: September 18, 2020

OVERVIEW

This guide includes all approved Progressive Leasing marketing buttons and banners that our retail partners can use to advertise Progressive Leasing on retail websites. We recommend following the method outlined here to advertise Progressive Leasing to customers. This ensures that you take advantage of our latest marketing assets and stay consistent with the Progressive Leasing brand.

IMPLEMENTATION STEPS

1. Follow all guidelines included in the [Advertising Guide for Retailers](#).
2. To utilize Progressive Leasing's library of marketing banners, include the following on each page that displays banners:

```
<script src="https://progressivelp.com/JSSnippet/ecom-lib.js?storeId=<storeid>&pluginType=GA&authName=<StoreUserName>&authPass=<StorePassword>
```

Your **storeId**, **StoreUserName**, and **StorePassword** will be provided by Progressive Leasing. You may use StoreUserName = BannerMerchant and StorePassword = Banner1 if you will be customizing the <pg-banner> element with a URL.

3. Include the custom element <pg-banner> in the location of the page where you will advertise Progressive Leasing.

Example:

```
<pg-banner banner-type="FULL_BANNER" url="https://progleasing.com"></pg-banner>
```

4. The custom element requires two attributes, to be selected by the retailer:
 - **banner-type**
Refer to the table on the following page for all banner types that may be used. Browse [Merchant Resources](#) for banner options.
 - **url**
Utilize the URL field to link to your Financing & Lease Options page, your Progressive Leasing marketing page, or your Progressive Leasing application.
5. Save the page and verify that the desired banner type renders, and the URL directs as expected.
6. Provide your modified pages to Progressive Leasing for review and compliance approval.



PROGRESSIVE LEASING MARKETING BANNERS (CONT.)

Banner Type <i>Enter this value in the custom element</i>	Trigger Term with Required Disclosure	Dimensions
APPLY_NOW_BLUE_SMALL		149x30
APPLY_NOW_BLUE_MEDIUM		205x42
APPLY_NOW_BLUE_LARGE		296x60
APPLY_NOW_WHITE_SMALL		149x30
APPLY_NOW_WHITE_MEDIUM		205x42
APPLY_NOW_WHITE_LARGE		296x60
FULL_BANNER	Yes, "No Credit Needed"	468x60
FULL_BANNER_WHITE	Yes, "No Credit Needed"	468x60
LEADERBOARD	Yes, "No Credit Needed"	728x90
LOGO_HORIZONTAL		
LOGO_HORIZONTAL_WHITE		
LOGO_STACKED		
LOGO_STACKED_WHITE		
MARK_ICON_BLUE		
MARK_ICON_BLUE_OUTLINE		
MARK_ICON_GRAY		
MARK_ICON_GRAY_OUTLINE		
NO_CREDIT_NEEDED_BLUE_SMALL	Yes, "No Credit Needed"	149x30
NO_CREDIT_NEEDED_BLUE_MEDIUM	Yes, "No Credit Needed"	205x42
NO_CREDIT_NEEDED_BLUE_LARGE	Yes, "No Credit Needed"	296x60
NO_CREDIT_NEEDED_WHITE_SMALL	Yes, "No Credit Needed"	149x30
NO_CREDIT_NEEDED_WHITE_MEDIUM	Yes, "No Credit Needed"	205x42
NO_CREDIT_NEEDED_WHITE_LARGE	Yes, "No Credit Needed"	296x60
RECTANGLE_BLUE	Yes, "No Credit Needed"	336x280
RECTANGLE_WHITE	Yes, "No Credit Needed"	336x280
SKYSCRAPER_SMALL	Yes, "No Credit Needed"	120x240
SKYSCRAPER	Yes, "No Credit Needed"	160x600
SKYSCRAPER_WHITE	Yes, "No Credit Needed"	160x600
SKYSCRAPER_WHITE_SMALL	Yes, "No Credit Needed"	120x240
SQUARE_BLUE	Yes, "No Credit Needed"	250x250
SQUARE_BLUE_SMALL	Yes, "No Credit Needed"	125x125
SQUARE_WHITE	Yes, "No Credit Needed"	250x250
SQUARE_WHITE_SMALL	Yes, "No Credit Needed"	125x125
WHAT_LEASE_BLUE_SMALL		149x30
WHAT_LEASE_BLUE_MEDIUM		205x42
WHAT_LEASE_BLUE_LARGE		296x60
WHAT_LEASE_WHITE_SMALL		149x30
WHAT_LEASE_WHITE_MEDIUM		205x42
WHAT_LEASE_WHITE_LARGE		296x60

Trigger Term: No Credit Needed

Required Disclosure: Progressive Leasing obtains information from credit bureaus. Not all applicants are approved.

- The one-click rule is allowed for No Credit Needed
- The disclosure for No Credit Needed must be Clear and Conspicuous and Unavoidable on the initially viewable screen following the click, with no scrolling
- Every click or call to action on the banner or advertisement must go to the No Credit Needed disclosure. A click to an application without the disclosure is not allowed
- No Credit Needed may not be used to describe the product

View additional details in the [Advertising Guide for Retailers](#).