



Reimbursement Requirements

Google Ads

- All ads must advertise specific, financeable equipment products and present an estimated monthly finance payment amount in the ad copy.
- Your Google Ads do **not** need to mention APPROVE specifically, but all ads must link to a URL with 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
- A screenshot of your Google Ads (with financing teaser rates) must be submitted and approved before they are published.
- A screenshot of a Google report verifying ad spend (minimum. \$500), must be submitted before co-op marketing reimbursement checks are sent.
- The reimbursement amount cannot be less than the ad spend. For example, we will not reimburse \$700 for a campaign with a \$500 ad spend.