

**LatitudePay Advertising Guidelines Matrix**

Collateral	Headline (suggestions only)	Sub headline (required)	Extra copy	Terms and conditions
Window sticker/Poster/Window signage	Shop now. 10 weekly payments (with clear reasonably sized logo nearby) or Shop now. 10 weekly payments with LatitudePay.	No interest. Ever.	Ask in store for more details	Subject to approval. Conditions and late fees apply. Maximum limit up to \$1,000 for new customers. Available on purchases between \$20 and up to \$1500. Payment plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873.
Tent card	Shop now. 10 weekly payments (with clear reasonably sized logo nearby) or Shop now. 10 weekly payments with LatitudePay.	No interest. Ever.	Ask in store for more details	Subject to approval. Conditions and late fees apply. Maximum limit up to \$1,000 for new customers. Available on purchases between \$20 and up to \$1500. Payment plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873.
Wobbler	Shop now. 10 weekly payments (with clear reasonably sized logo nearby) or Shop now. 10 weekly payments with LatitudePay.	No interest. Ever.	2 minutes to set up!	Subject to approval. Conditions and late fees apply. Maximum limit up to \$1,000 for new customers. Available on purchases between \$20 and up to \$1500. Payment plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873.
Online, inserts, catalogue, full page ads and EDMs	Shop now. 10 weekly payments (with clear reasonably sized logo nearby) or Shop now. 10 weekly payments with LatitudePay.	No interest. Ever.	Search latitudepay.com Learn more at latitudepay.com	Subject to approval. Conditions and late fees apply. Maximum limit up to \$1,000 for new customers. Available on purchases between \$20 and up to \$1500. Payment plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873.
Press & A5 Catalogues (those with limited space)	Shop now. 10 weekly payments (with clear reasonably sized logo nearby) or Shop now. 10 weekly payments with LatitudePay.	No interest. Ever.	Ask in store for more details Learn more at latitudepay.com Search latitudepay.com 2 minutes to set up!	Subject to approval. Conditions and late fees apply. Maximum limit up to \$1,000 for new customers. Available on purchases between \$20 and up to \$1500. Payment plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873.
Paid Third party digital media - incl web and email banners	Shop now. 10 weekly payments. Find out more> or LatitudePay Available now! Find out more>	No interest. Ever.	Learn more at latitudepay.com 2 minutes to set up! Find out more	No disclaimer needed, however the below is mandatory Homepage Hero Assets and Email banners must display "Find out more" with a click through to latitudepay.com or the "How does this work" Modal page - this is mandatory.
Homepage banner	Shop now. 10 weekly payments. Find out more> or LatitudePay Available now! Find out more>	No interest. Ever.	Learn more at latitudepay.com 2 minutes to set up! Find out more	No disclaimer needed, however the below is mandatory Homepage Hero Assets and Email banners must display "Find out more" with a click through to latitudepay.com or the "How does this work" Modal page - this is mandatory.
TVC & Radio	"Shop now. 10 weekly payments."  TVC LatitudePay Available now! Search LatitudePay.com  Radio LatitudePay Available now! Search LatitudePay.com	No interest. Ever.	Search latitudepay.com Learn more at latitudepay.com	Subject to approval. Conditions and late fees apply. Maximum limit up to \$1,000 for new customers. Available on purchases between \$20 and up to \$1500. Payment plan provided by LatitudePay Australia Pty Ltd ABN 23 633 528 873.