



Why should I include this banner on my website?

Did you know that 17% of abandoned orders haven't been completed due to concerns about payment security?*

When you host our PayPal banner on your website you are reassuring your customers that you have a safe and easy way for them to pay online.

How do I upload the banner onto my website?

If you're having trouble uploading the PayPal banner onto your website, please refer to our easy [step-by-step guide](#).

What URL should the banner click through to?

The PayPal banner simply announces to your customers that you accept PayPal and does not click through to another website.

Are there any cost incurred for being included in the Shopping Directory?

No. There aren't any costs involved in being included in the directory.

Are there alternative creatives and sizes for the banner?

For this promotion there is only one banner available – the banner is landscape and the size can be altered slightly (instructions below).

We do hope to create a range of banner sizes and creatives for future promotions of this nature.

The banner size isn't suitable for my website.

No problem. You can adjust the banner size by changing the pixel size indicated in the code below (highlighted in green).

```

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Note: The section highlighted yellow "UNIQUE NUMBER" indicates that this number is unique to your business – please ensure that you are using the unique code that was allocated to your business when you downloaded the toolkit on the promotion page (www.paypal.com.au/xmas).

The "http" banner does not work on my "https" website.

You can simply add the "s" (highlighted in green below) to the banner code and it will display correctly and securely on your website.

```
<img src='https://adfarm.mediaplex.com/ad/nb/27731-UNIQUE NUMBER-12439-UNIQUE NUMBER' alt='PayPal Accepted Here' border='0'>
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I have lost the unique source code you provided.

Don't worry, you can generate another unique code by logging in again on the promotion page at www.paypal.com.au/xmas.

I have a question that hasn't been answered on this FAQ sheet. Who can I contact?

If you have any questions at all, please don't hesitate to contact us at paypal_toolkit@paypal.com

*Shopify Ecommerce University, <http://www.shopify.com.au/blog/8484093-why-online-retailers-are-losing-67-45-of-sales-and-what-to-do-about-it>. June 2014