

# Financing Compliance - Disclosure

Mandatory disclosure on advertisements claiming 0% APR\* (social/digital ads must link directly to these terms):

Subject to credit approval. Financing offers include: 1) Same as cash: interest free if paid in full within 24 month period; monthly payments of \$27.32 per \$1,000 borrowed for 48 months at 13.99% APR. 2) Fixed monthly payments for 24 months; monthly payments of \$41.67 per \$1,000 borrowed for 24 months at 0% APR. On purchases of new and in-stock qualifying Yamaha pianos from **November 1, 2020, to January 4, 2021.**

MINIMUM type sizes

8-point type for POP/print up to 8.5x11 (proportional on larger sizes)

10-point type (13.4 pixels) for email or online ads



# Financing Compliance - Copy

Here are some basic guidelines - if you have any questions, contact your District Manager.

## Use

0% APR (with disclosure)

Make monthly payments

Ask about our special financing

Promotional financing

Convenient monthly payments

## DO NOT USE

Free financing

Interest-free financing

Easy financing

Save money

Zero interest, 0% interest

Affordable

# Dealer Web Banner

YOU MUST INCLUDE FINANCIAL DISCLOSURE COPY ON YOUR WEBSITE AS FOLLOWS:

## Guidelines

- Use minimum 10-point (13.4 pixel) type for online / email ads
- Include the disclosure text near or in the graphic

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# Social / Digital

- ✓ Like and Share Yamaha Facebook posts
- ✓ Boost shared posts using link to your website
- Use compliant terminology (see Financing Compliance - Copy)
- Always include your URL or telephone number with “For more information, visit YOURURL.COM” or “For details, call #####”

## Example



Ask about our special financing offers in the holiday season on new Yamaha pianos. Visit [dealer website] for more details!



DEALERWEBSITE.COM  
**Yamaha Piano Spring Sale**  
Get 0% APR thru 06/30/20

