



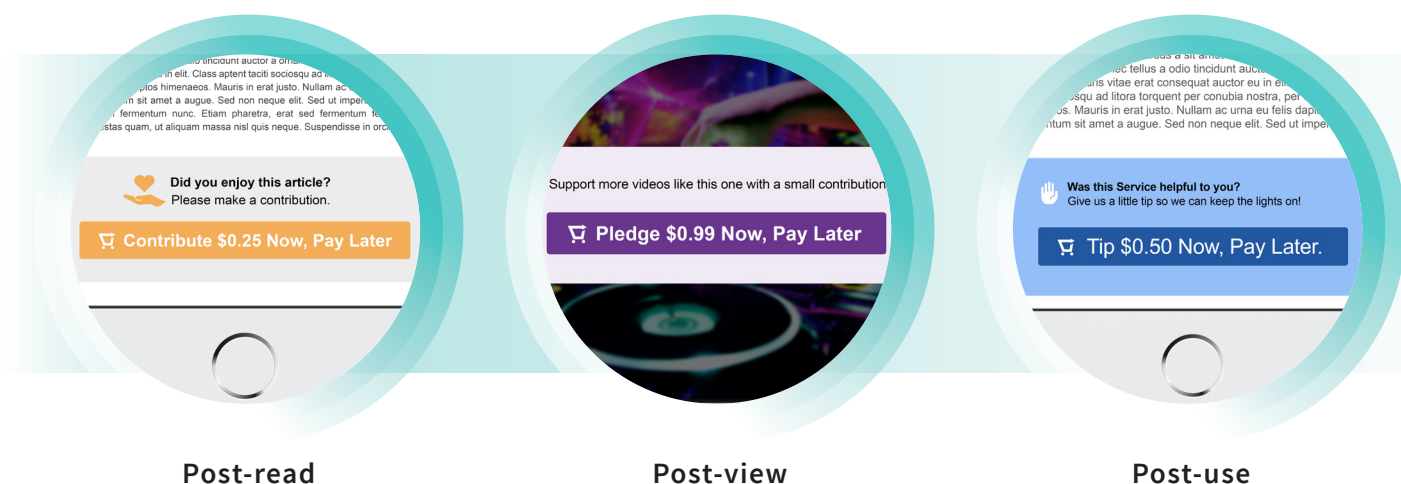
The button to push quality journalism.

LaterPay for Contributions – Integrate LaterPay’s “Contribute” button for instant revenue from all of your channels.



Contribute by LaterPay is a frictionless payment network that enables your users to make small contributions for your digital content, videos and services. It is a single-click process that doesn’t interrupt the user experience by requiring upfront registration and credit card information for any amount under \$5. Users have a great experience and you increase revenue— it’s a win-win situation with LaterPay.

THE LATERPAY CONTRIBUTE BUTTON



Users are asked to simply click a “Contribute” button to confirm their intent to pay whatever amount you have assigned to a given piece of content. It is only once a user’s contributions add up to \$5 or more—aggregated across all participating sites and services—that the user is asked to pay. This results in superior conversion rates and faster payments to content providers.

Contribute by LaterPay is designed as a “post-view” ask: Users who reach the end of an article, video or interactive experience are much more likely to pay you for your hard work. If you syndicate your content, the Contribute Button stays with the content itself.

None of this would be possible without LaterPay’s patented transaction platform. All you have to do is integrate the Contribute button with your content. Leave it to LaterPay to handle the transaction aggregation, registration, tax calculation, payment processing, data sharing and disbursement.

Features

- Easy to customize to your look and feel
- Message and price parameters customized in JavaScript
- Full service: purchase, invoice, collection, tax, and payment handling
- No setup or running costs, no licensing fees – commission is charged only on actual revenue generated

KEY USES

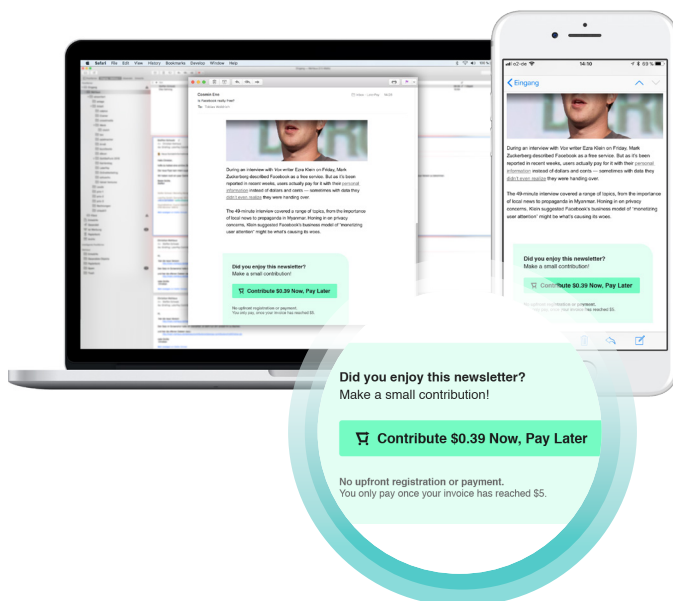
Articles



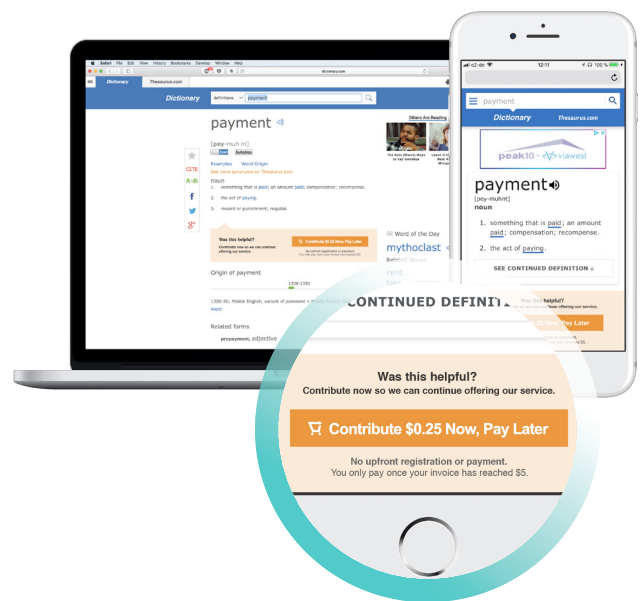
Videos



In Newsletters



Value-Added Services



GET STARTED

Generate new revenue and engage patrons within minutes:
Contact sales@laterpay.net to implement the Contribute button today.

Asking for Contributions – Frictionless and highly flexible.

Options and pricing limits	Contributions Pay Later	\$0.05 – \$5.00
	Contributions Pay Now	\$1.99 – \$149.99
Currency support	Content provider payouts supported in \$USD and €EUR	
	All currencies accepted for contributions	
Customer payment methods	Visa	
	MasterCard	
	PayPal	
	Direct Debit	
Customer purchase dialogues	Highly customizable interfaces (layout & text)	
	Option to give preview of content before asking to contribute	
Special integration features	Sell directly within video players (in-player dialogues)	
	Sell directly within AMP articles in Social Media	

Invoicing Management – Let us do the boring part.

	Automated customer invoices	
	Automated credit note creation	
	Automated clearing / payout (Weekly cycle)	
	Tax handling (VAT/Sales Tax)	
	Tax data export	

Digital User Management – Everything's under control.

	Universal content support (e.g. Sites, Video, Audio, PDF files)	
	Automated user access control to content	
	FairTrack customer tracking to identify purchases from non-registered users	
	Simple user registration process via Social Sign-in (Facebook or Google)	
	User accounts for registered customers to see and access purchases, as well as administrate their account.	
	Automated email communication (e.g. payment confirmations and expiration reminders)	

Analytics – Learn and improve.

	Live sales statistics	
	Top-selling assets	
	Revenue and shopping cart charts	

Setup & Service – Your starting point for our frictionless experience.

Merchant Service	Personal paid content consulting	
	Personal integration support	
Integration methods	API	
	Javascript Contribute button	
Frontend customization	Full layout customization	
	Full text-dialog customization	
End-Consumer support	Direct email support for all LaterPay-related questions	

Legal & Compatibility – We take your business seriously.

Security standards	PCI-DSS compliant	
	SSL encrypted communication	
	Fraud detection	
	According to U.S. and EU privacy standards	
Device compatibility	Full responsive design for all interfaces	
	Works in all up-to-date browsers (e.g. Chrome, Firefox, Safari, Internet Explorer, Edge)	

Conditions – Designed to have joint incentives.

	A percentage commission is charged on the income from sales	
	No setup or running costs; no license fees	
	No minimum contract duration	