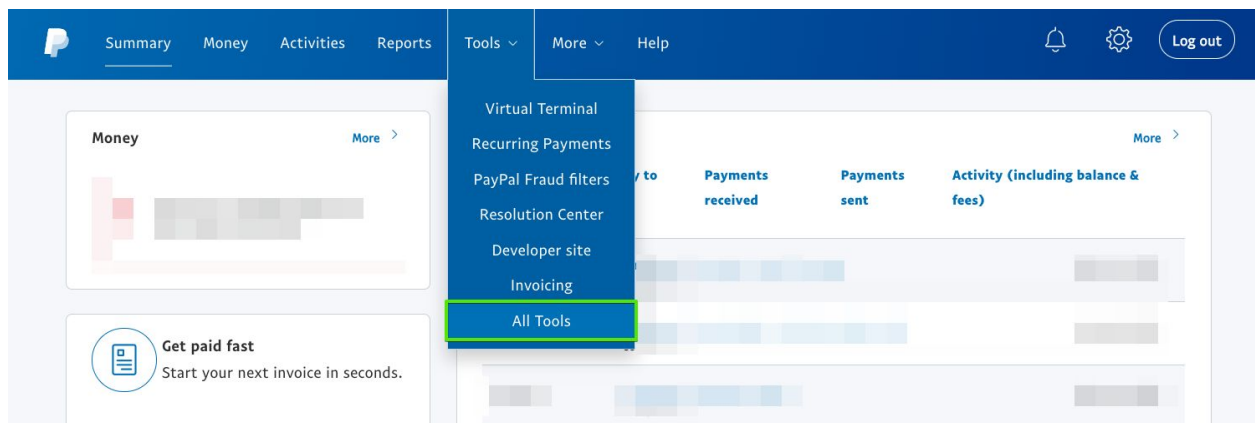


Using PayPal for recurring payments

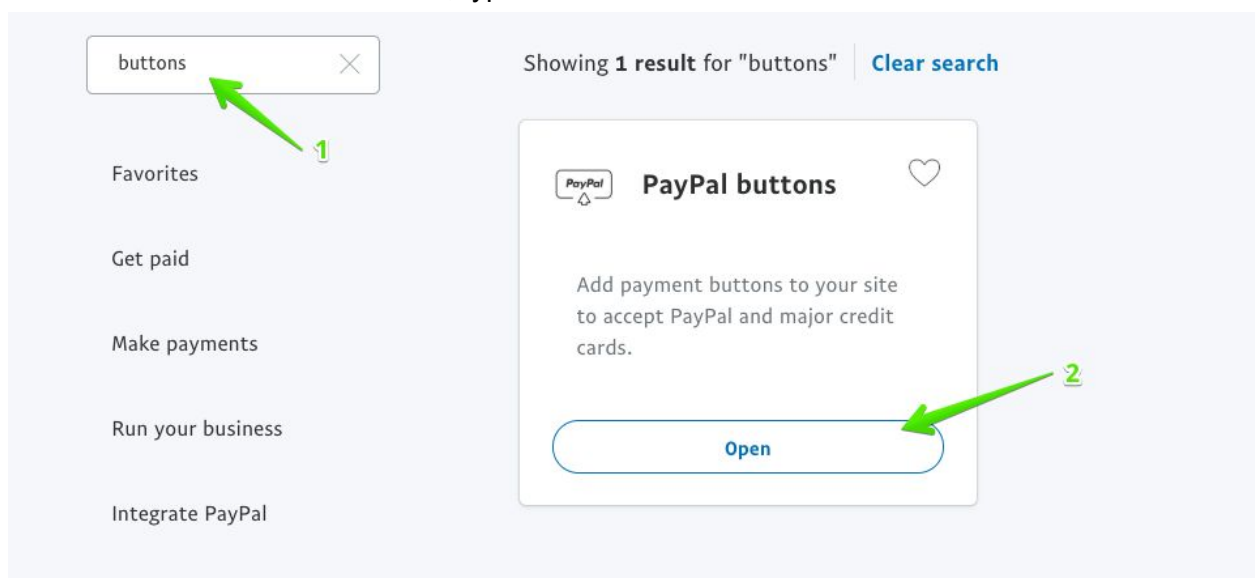
You can automate recurring payments from your clients for your own services or for store subscriptions using a PayPal Subscribe button. You will need a PayPal Business or Premier Account. Here's how to set up the button:

Open the PayPal button creation page

1. Log in to your PayPal Business or Premier account at paypal.com. Your PayPal account Summary page will open.
2. At the top of the page, select **Tools**, and then **All Tools**.



3. Scroll to the **PayPal buttons** tile and click **Open**. If you do not see the PayPal buttons tile in the Favorites section, type *buttons* in the search box.



4. Select the type of button you want to create: **Subscribe**. The **Create PayPal payment button** page opens and displays the button's configuration options.

Enter basic subscription information

1. In **Item name**, enter the name of the subscription. For example, you might enter *Online store subscription — Venture plan* or *Monthly Web Design services and support fee*.
2. (Optional) If you offer different types of subscriptions, such as monthly and annual subscriptions, enter an identifying code for this subscription in **Subscription ID**.
3. (Optional) To change the default currency, click **Currency** and select a different currency. The default currency is listed in your Profile, under My Money and PayPal balance.

Add subscription options and prices

You can add subscription options with or without different prices. To sell a flat-fee subscription, see the **Set up flat-rate billing terms** section below.

To add subscription options with prices:

1. Click **Add a drop-down menu with prices and options** to add a drop-down menu with up to 10 subscription options with different prices.
2. Enter a name for the drop-down menu. For example, you might enter *Pricing Tiers*.
3. Enter a name, the price, and the length of the subscription. For example, you might enter *Venture Plan* and *\$15.00*, and then click **Monthly**.
4. Click **Add another option**, **Remove option**, or **Done**.
5. Preview the drop-down menu in your customer's view.

Customize the button text and appearance

You can change the appearance and text of the default PayPal button, or you can enter a URL to use your own button image.

To customize the button appearance:

1. Click **Customize text or appearance**.
2. To use a smaller version of the default PayPal button, click **Use smaller button**.
3. By default, credit card logos are displayed beneath the payment button. To hide the logos, uncheck **Display credit card logos**.
4. To change the default language, click the **Country and language for button** menu and select a country and language. If you change the country and language, verify that Currency is set appropriately. The default language is specified in Preferred language, under My Settings in your Profile.
5. To use your own button (not hosted by PayPal), select **Use your own button image** and then enter the URL of your button image. If your image is hosted on an SSL-secured server, change the text box to begin with *https://*.

Set up flat-rate billing terms

Configure these options for flat-rate subscriptions. For billing cycle descriptions and examples, see [How subscription billing cycles work](#).

Billing amount each cycle	The amount to draw at the beginning of each billing cycle or trial period.
Billing cycle	The number and duration of the billing cycle. Durations can be daily, weekly, monthly or yearly, depending on the terms of the original subscription.
After how many cycles should the billing stop?	The number of billing cycles after which billing stops. To have customers renew their subscription periodically, click a number to stop the billing cycle. Default is <i>Never</i> .

Offer a trial period (optional)

You can offer subscribers a free or discounted trial period. The trial period can differ in duration from that of the regular billing cycle.

1. Click **I want to offer a trial period**.
2. In **Amount to bill for the trial period**, enter the amount you want to charge for the trial period. Leave blank to offer a free trial period.
3. Under **Define the trial period**, select a number and a unit of time for the trial period. For example, you might select 1 and month(s).
4. Under **Do you want to offer a second trial period?**, click **Yes** to provide a second trial period. (Default: **No**)
5. If you offer a second trial period, enter the amount and length of the trial, which can be for a different length of time and price.

Associate transactions with your PayPal account

By default, transactions from your payment button are associated with your PayPal merchant ID. To associate transactions to an email address instead, click **Use my primary email address**. If your Profile contains multiple email addresses, click the address to use as the primary email address for this button.

For example, you might select the email address of the person in your organization who handles order fulfillment or accounting. All payments are deposited to your PayPal account balance, regardless of which email address is selected. However, only the selected email address will receive the email payment notifications.

***Tip:** PayPal recommends using the default option so that your email address will not be exposed within the button code.*

Add button to your subscription page

Click **Create Button** on the Create PayPal payment button page, then PayPal will generate an encrypted button code that you can paste directly on your website. Encrypted code helps to secure your button from malicious tampering and fraudulent payments.

Copy and paste the Website button code

1. On the **Websites** tab of Add your button code to your webpage, click **Select Code** to select the generated HTML code.

Add your button code to your webpage

You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website editor.

Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="
">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_subscribe_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay
```

Buyer's View

Subscribe

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Select Code [Go back to edit this button](#)

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=

2. Right-click the selected code and select **Copy** to copy it to the clipboard.
3. In your HTML editor, open the HTML page where you want to display the button.
Important: Make sure you are in the HTML code view of your webpage.
4. Paste the code from the clipboard to the location in your webpage code where you want the button displayed.

Test your payment buttons

After your Subscribe button is created, it is recommended to test it before adding it to your website. Read how to test a button here: [PayPal — Test your payment buttons](#).

Manage subscriptions

When you've added the button to your website, you will be able to manage all your subscriptions this way: [PayPal — Manage subscriptions](#).