PayPal™

Subscriptions and Recurring Payments Guide

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PayPal Subscriptions and Recurring Payments Guide

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P Preface

This Document

This document describes PayPal Subscriptions.

Intended Audience

This document is written for merchants and developers who implement PayPal Subscriptions on their websites

Organization of This Document

Chapter 1, "Introduction to PayPal Subscriptions," gives a brief introduction to the product.

Chapter 2, "How It Works," is an overview of how PayPal Subscriptions works.

Chapter 3, "Subscription Button Factory," describes the PayPal Subscriptions button factory software.

Chapter 4, "Timing of Scheduled Subscription Payments," details how recurring subscriptions payments operate.

Chapter 5, "Subscription Cancellation," describes the effects of a cancelled subscription.

Chapter 6, "Modifying Active Subscriptions," details how to change subscriptions that are still active.

Chapter 7, "Custom Payment Pages," details how to alter the appearance of the PayPal pages that are part of creating a new subscription.

Chapter 8, "Notifications Merchants Receive," gives details about PayPal Instant Payment Notification (IPN) notifies your website about subscription events.

Chapter 9, "PayPal Subscriptions HTML Code," includes sample HTML for implementing Subscriptions on your website.

Chapter 10, "Integrating PayPal Subscriptions with your Website," describes how to add Subscriptions on your website.

Chapter 11, "Prepopulating PayPal Payment Pages," details how to prepopulate the fields a user sees on PayPal during sign-up for a subscription.

Notational Conventions

This document uses typefaces to identify the characteristics of text. These typefaces and the characteristics they imply are described below:

Typeface	How Used
serif italics	A document title.
	A term being discussed or defined.
	For example: A file is a readable or writable stream of characters …
	Boolean values (not keywords).
	For example: The function returns true if it encounters an error.
`monospace`	Pathnames or file names that appear in body text frames.
	Code-related names that appear in body text frames. Such names are used for functions, callbacks, arguments, data structures, and fields.
	For example: `AbstractResponseType` is the SOAP response type definition on which all PayPal API response methods are based.
	Components of Internet protocol requests and responses, such as HTTPS and `FORM` variables.
	For example: The PayPal system uses a `method=POST` request to return IPN status variables related to subscriptions, such as `txn_type`.
Serif bold	User interface names, such as window names or menu selections.
	For example: On the **Profile** page, click Email to confirm your email address.
San-serif oblique	Placeholders used in the context of a format or programming standard or formal descriptions of PayPal system syntax. Placeholders indicate values or names that the reader should provide.
	Example: For example, `amount` is the variable for a single-item shopping cart, but `amount_X` is the name of the variable for a multi-item shopping cart. `amount_3` is the item amount for the third item in a multiple-item shopping cart.

To convey additional information, this document may also apply color and underlining to words or phrases that use the typefaces described above. Such use is described below:

Text attribute	How Used
xxxxxx	Hypertext link to a page in the current document or to another document in the set.
xxxxxx	Hypertext link to a URL or that initiates a web action, such as sending mail.

Documentation Problems

If you discover any errors in or have any problems with this documentation, please e-mail us by following the instructions below. Describe the error or problem as completely as possible and give us the document title, the date of the document (located at the foot of every page), and the page number or page range.

To contact Customer Service about documentation problems:

1. Go to https://www.paypal.com/.

2. Click **Help** in the upper left corner of the page.

3. Click **Contact Us** in the lower left of the page.

4. Chose **Help by Email**.

5. Complete the form.

    To contact Developer Technical Support about documentation problems:

1. Log in to your account at https://developer.paypal.com/ by entering your email address and password in the **Member Log In** box

2. Click **Help Center** at the bottom of the box on the right side of the page.

3. Click **Email PayPal Technical Support**.

4. Complete the form.

Revision History

Revision history for *PayPal Subscriptions and Recurring Payments Guide*.

TABLE **P.1 Revision History**

Date	Description
August 2007	Replaced logos and screen shots with new PayPal branding and navigation.
October 2006	Corrected a checkbox label for deactivating email notifications

1 Introduction to PayPal Subscriptions

Using PayPal Subscriptions for Subscriptions-Based Content

PayPal Subscriptions and Recurring Payments let you accept recurring payments for your service. When you set up Subscriptions, you can offer subscribers a trial period, special introductory rates, and a regular rate. Subscribers are billed automatically according to the terms you specify, removing the hassle of keeping track of which payments you have and have not received.

PayPal Subscription buttons can also help you improve your buyer experience with customizable buttons, secure payments, and the ability to prepopulate your subscribers' PayPal signup pages If you are a developer who is comfortable with back-end web server code, PayPal provides Instant Payment Notifications to give you instant notification of all subscriptions activities and to facilitate Subscription Password Management.

PayPal-Supported Transactional Currencies

The following currencies are supported by PayPal for use in transactions.

TABLE 1.1 PayPal-Supported Currencies and Currency Codes for Transactions

ISO-4217 Code	Currency
AUD	Australian Dollar
CAD	Canadian Dollar
CHF	Swiss Franc
CZK	Czech Koruna
DKK	Danish Krone
EUR	Euro
GBP	Pound Sterling
HKD	Hong Kong Dollar
HUF	Hungarian Forint
JPY	Japanese Yen
NOK	Norwegian Krone
NZD	New Zealand Dollar

TABLE 1.1 PayPal-Supported Currencies and Currency Codes for Transactions

ISO-4217 Code	Currency
PLN	Polish Zloty
SEK	Swedish Krona
SGD	Singapore Dollar
USD	U.S. Dollar

2 How It Works

A Visual Tour of PayPal Subscriptions

In this tour, a customer named Bob, who is new to PayPal, will be purchasing a subscription to Alice's Writers Weekly from Alice's website.

What Your Customer Sees

1. Bob goes to Alice's website and clicks the **Subscribe** button.

2. Bob is taken to a PayPal **Payment Details** page, which displays the details of the payment he is about to make, as well as the details of the subscription.
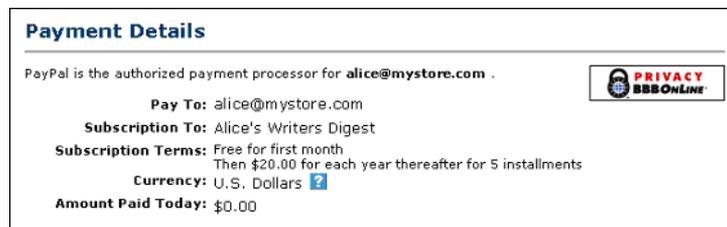
3. Bob is prompted to log in to his PayPal account; however, he is not yet a PayPal member, so he follows the sign-up instructions.

4. So that he can make future payments for this subscription, Bob is prompted to add his credit card, email address, and password, creating his new PayPal account.

5. Bob is taken to a confirmation page that displays the details of his subscription as well as information about how his automatic payments will be funded. He clicks the **Pay** button to complete payment.

6. Bob is taken to a confirmation page where he sees the details of his successful transaction. He is also given Alice's customer service email address and an ID for his subscription. He clicks the **Continue** button and is returned to a page Alice specified when she created the Subscriptions button.
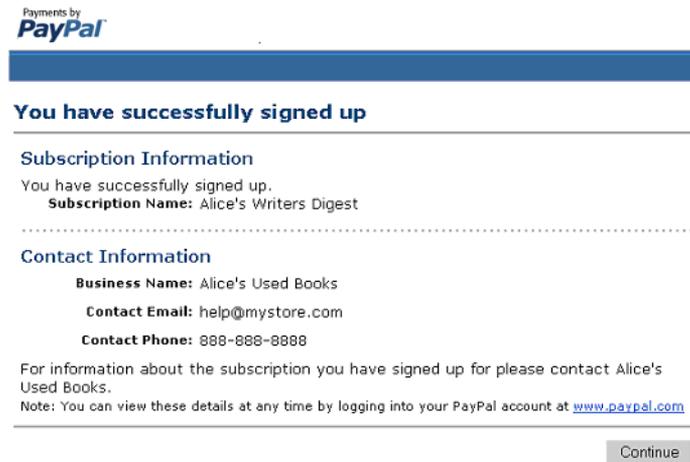
NOTE: If Auto Return for Website Payments is selected, buyers will be redirected back to the merchant's site immediately after clicking the **Pay** button on the **Payment Confirmation** page. To learn more about Auto Return, please refer to the PayPal User Manual and Integration Guide, which is available on the PayPal website.

7. Bob receives an email receipt for the transaction, confirming his subscription and including a copy of the subscription's terms and payment details.
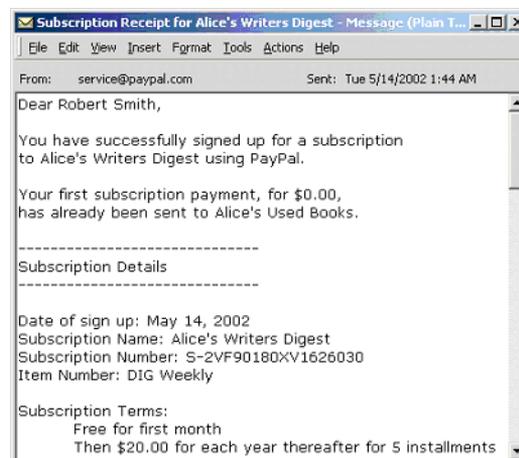
What You See

1. Alice receives an email notification of Bob's subscription.
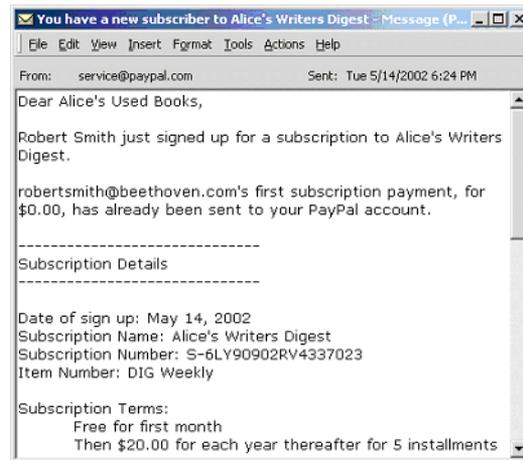
2. Alice logs into her PayPal account to check the subscription, and sends Bob information about accessing the subscription.

3. After Bob's trial period is over, Alice receives an email notification of his automatic subscription payment.
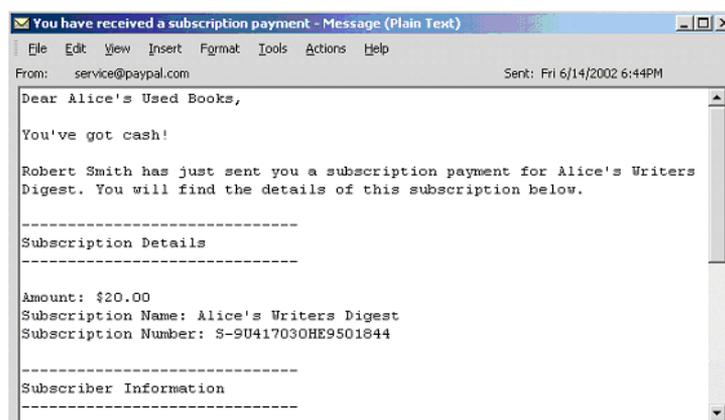
4. Alice logs into her PayPal account to check the payment Bob has sent.

	Payment	From	Robert Smith	20.00	Jun 14, 2002	Completed

5. Alice clicks the **Completed** link to see the details of the payment. The link in the upper right corner gives Alice the subscription number.

6. The funds from Bob's subscription payment are now reflected in Alice's PayPal account balance.

Automating the Process

You can automate the handling of your Subscriptions notifications, and even let PayPal help you manage your passwords. To learn more, see "Password Management" on page 55 and the *PayPal Merchant User Manual and Integration Guide*.

3 Subscription Button Factory

Generating Your PayPal Subscription Button

PayPal Subscriptions lets you accept recurring payments for your service. You can create customized Subscriptions buttons for your website or generate a Subscriptions link to email to your customers.

Getting Started

- Log in to your PayPal account at www.paypal.com
- Click on the **Merchant Services** tab
- Click the **Subscriptions and Recurring Payments** link under the **Website Payments** heading to open the Subscriptions Button Factory

1. Enter the name of your subscription.

   Subscription Name

   Enter the name of the subscription you wish to sell in the Subscription Name field. If you do not enter anything in this field, your customers can complete it. PayPal recommends entering a Subscription Name to make it easier for you to deliver the order.

   Reference Item Number

   If you have an ID or tracking number for your item, enter it in the **Reference Item Number** field. This field will not be displayed to your customers at the time of payment, but they will see it in their transaction details on the PayPal website.

   Currency

   Choose the currency in which you would like this payment to be denominated. This field will default to the currency of your primary balance.

   Subscriptions Password Management

   Optional field for advanced users. If you would like PayPal to generate usernames and passwords for your subscribers, click the **Subscriptions Password Management** checkbox. Instant Payment Notification and server modifications are required.

   NOTE: To learn more about managing passwords, see "Password Management" on page 55.

2. Enter the terms of your subscription.

Trial Periods

You may enter up to two trial periods and rates for your subscription. To create a free trial period, enter an amount of 0. Trial periods can be entered as a number of days, weeks, months, or years.

EXAMPLE 3.1 Your subscription may be free for the first week, and $5 USD for the following two month

In Trial Period #1, you would enter:

- Bill the subscriber now for $0 USD

- This trial period should last 1 week

In Trial Period #2, you would enter:

- Then bill the subscriber for $5 USD

- This trial period should last 2 months

Regular Billing Cycle

Required Field. Enter your regular subscription rate. If you entered one or two trial periods, the regular rate will take effect once the trial periods are over. Billing cycles can be entered as a number of days, weeks, months, or years.

EXAMPLE 3.2 (Continued from previous example) Your subscription is $50 USD per year

In Subscription Price, you would enter:

- Bill the subscriber for $50 USD

Recurring Basis

Select "Yes" if you would like your subscribers to be billed on a recurring basis. This means that after the regular billing cycle that you previously entered is complete, your customers' subscriptions will be automatically renewed unless a customer manually cancels his subscription. If you select "No," your customers' subscriptions and payments will end after the first cycle is completed.

EXAMPLE 3.3 (Continued from previous example) Your subscription is $50 USD per year

In Subscription Price, you would enter:

- Bill the subscriber for $50 USD

EXAMPLE 3.4 Examples of Regular Rates

- "9.99 per week" would mean a payment is made every 7 days.

- "9.99 per month" would mean a payment is made on the same day of the month every month.

- "9.99 per 30 days" would mean a payment is made every 30 days.

Recurring Times (Installments)

Select **Yes** if you would like to end your customers' subscriptions after a certain number of payments at your regular rates. This means that once a customer has made the specified number of payments at your regular rate, his subscription will be completed. If you select **No**, your customers' subscriptions will continue unless it is cancelled manually or by payment failure.

EXAMPLE 3.5 Examples of Recurring Times (Installments)

- "9.99 per month for 12 installments"

You would receive 12 payments of $9.99 USD

- "3.99 for the first week"

- "9.99 per month thereafter for 12 installments"

You would receive 1 payment of $3.99 USD and 12 payments of $9.99 USD

Reattempt on Failure

Click the **Yes** radio button if you would like PayPal to automatically reattempt failed payments. Payments will be reattempted three days after the failure date. After a second failure, PayPal will try once more five days later. A third failure will lead to an automatic cancellation of the subscription.

Payments made with bank accounts are automatically reattempted once, three days after PayPal notifies the user that the payment failed. If you select **No**, failed payments will result in the automatic cancellation of the subscription.

NOTE: For more information, see "Timing of Scheduled Subscription Payments" on page 31

3. Choose a subscription button to put on your website

If you are going to be using PayPal Subscriptions on your website, choose the image for the button you would like your customers to use to make their purchase. To display your own image, enter the URL of the image's location in the URL field.

If you have no further details to add to your subscription, click **Create Button Now**. Otherwise, click **Add More Options**.

4. Add option fields to your button

Let your customers specify information about their purchase by creating an option field. You can use option fields to specify things like color, size, or gift-wrapping. Options must not change the price of an item, but let you collect additional information from your customer without extra email communication. Each Subscriptions button may have up to

two option fields, and you may use a drop-down menu or text box to collect the information.

Unfortunately, option fields cannot currently be used if you are creating an email hyperlink. If you would still like to send out Subscriptions links in emails, you may try either sending an HTML email, providing a link to the **Buy Now Button** (with Option fields) on your website, or asking your user to include the optional information in the **Note** field.

Option Field Type

Choose the type of option field: drop-down menu or text box. If you choose drop-down menu, you will enter the different choices. If you choose text box, your customer will enter his choice.

Option Name

Enter the name of your option. There is a 60-character limit on Option Names.

Drop Down Menu Choices

If you are using a drop-down menu, enter your menu choices. There is a 30-character limit per choice, with a maximum of 10 choices. Use a carriage return (press 'Enter') to separate each choice.

5. Create a **Cancel Subscription** Button

If you are going to be using PayPal Subscriptions on your website, you can let your subscribers cancel their subscriptions from your website. Choose an image for a **Cancel Subscription** button you would like your customers to press to cancel their subscriptions. To display your own image, enter the URL of the image's location in the URL field. A link that you can send to your subscribers who wish to cancel will also be created.

6. Customize Your Payment Pages

Custom Payment Page Style

Give your customer's a seamless payment experience by customizing PayPal's payment pages to match the style of your website. If you have already added Custom Payment Page Styles in your Profile, they will be listed here. Choose the page style you would like to appear when your customer presses your PayPal Website Payments button. To learn more about creating page styles, please see Chapter 7, "Custom Payment Pages."

7. Customize Your Customers' Experience

Your customers will expect information about accessing their subscriptions on your Successful Payment page.

Successful Payment URL

Enter the URL where you would like to send your customers after they have completed payment. Once your customer has completed his payment, he will see a payment confirmation page. From this page, he will click the **Access Subscription** button and return

to the successful payment URL you have specified. If you do not enter a successful payment URL, customers who click this link will be taken to a PayPal Web page.

Cancel Payment URL

Enter the URL where you would like to send your customers if they cancel their payments at any point in the PayPal Website Payments payment flow. If you do not enter a cancel payment URL, customers who click this link will be taken to a PayPal Web page.

8. Miscellaneous

Shipping Address

If you would like your customers to be prompted to provide a shipping address, choose 'Yes'. If you choose 'No', your customers will not be asked to provide a shipping address.

9. Copy and Paste the Subscriptions Code

When you have finished filling out the Subscriptions Button Factory form, click the **Continue** button.

Your subscription terms will be listed under the **Here are the Terms of the Subscription** heading you just created. Make sure the terms listed are correct.

If your customers will be using Subscriptions through your website: Copy the code from the For Web Pages text box by highlighting all of the text and pressing Ctrl+C, or by highlighting all of the text, right-clicking on your mouse, and selecting **Copy**.

In your website files, open the code for the Web page from which you wish to collect payment.

Paste the code you just copied into your Web page file wherever you would like the image to appear (typically, next to the description of the subscription service) by either pressing Ctrl+V or by right-clicking on your mouse and selecting the Paste option.

NOTE: Please ensure that the HTML code on your Web page exactly matches the code you copied from PayPal. Some HTML editors may add, delete, or change some characters in your code. If this is the case, please change the code on your Web page to exactly match the code you copied.

NOTE: Please be sure that when you paste the HTML code for your button, you are pasting this information into a field that accepts HTML code. If you paste this code into a standard text field, the code will be posted on your Web page as standard text.

NOTE: For more tips on placing your payment button on your Web page, see the Help section of your Web page editor.

If you will be sending your customers the Subscriptions link via email: Copy the code from the second text box (titled "For Emails") by highlighting all of the text and pressing

Ctrl+C, or by highlighting all of the text, right-clicking on your mouse, and selecting **Copy**.

Open the email you wish to send.

Paste the code you just copied into your email by either pressing Ctrl+V or right-clicking on your mouse and selecting **Paste**.

When your customers receive the email, the code will appear as a link. Clicking the link will take them to your PayPal payments page.

10. Copy and Paste the Cancel Subscription Code or Link

Copy the code from the **Cancel Subscription** text box by highlighting all of the text and pressing Ctrl+C, or by highlighting all of the text, right-clicking on your mouse, and selecting **Copy**.

Follow the steps described above to paste the Cancel Subscription code or link into your website files or email.

11. Testing the Button and/or Link

Now that you have the HTML code in your website or in your email, you should test it. Click on the link in the email or click the button on your Web page. A PayPal-hosted payment page should appear with the subscription terms you specified.

Because your PayPal user information is saved in a cookie on your computer, you will see your own PayPal username. Your customers will not see your username. Instead:
– If your customer is already a PayPal member, he will see his PayPal username here
– If your customer is not yet a PayPal member, he will see a sign-up page. To view this from your computer, click the link that reads **If you are not Bob Smith, Click Here**

Testing Your Subscription Implementation

You should always test your subscription implementation with the live PayPal system. Here's an easy way to do it:

1. Sign up for a Personal PayPal account if you don't already have one, and add a credit card to the account. This will be your "buyer" account.

   NOTE: According to the PayPal User Agreement, you may have both one Personal and one Premier/Business account. Please do not set up any additional PayPal accounts, as this may result in your account access being limited.

2. Make sure that your Business/Premier account is verified. This is your "seller" account.

3. Open your Web browser and click the button you've created. Use the login and password for your buyer account to purchase the subscription.

4. Check the results of your subscription test by looking at the emails received by both accounts and by viewing the History page for each account. They should be similar to those shown in the previous How It Works section of this document.

5. Log in to your seller account and refund the payment. To refund a payment, go to the **Transaction Details** page and follow the **Refund Payment** link at the bottom. The refund reverses the entire payment, including transaction fees. Remember that you only have 60 days to refund the payment.

This testing method is free of charge and lets you complete the entire process yourself. You can also have friends or trusted clients buy test subscriptions, then refund them, if you would prefer not to open a second PayPal account.

How You Get Your Money

After your customer has subscribed and made any necessary first payments:

- You will receive an email notification of the subscription (and payment, if any).

- Your customer will receive an email receipt of the subscription (and payment, if any).

- Your PayPal account will reflect the new subscription and be credited for any initial payments. You can download this information from your History transaction log.

NOTE: To learn more about Subscriptions-related notifications, see "Notifications Merchants Receive" on page 45.

4 Timing of Scheduled Subscription Payments

This chapter describes Subscription time periods, failures, and re-attempts.

Payment Time Periods

Scheduled payments are made based on the terms set in the Subscriptions button and/or link.

TABLE 4.1 Allowable Values for Payment Time Periods

Unit	Definition	Acceptable Values
Day	24 hours	1-90
Week	7 days	1-52
Month	1 calendar month (same day of the month)	1-24
Year	1 calendar year (same day of the year)	1-5

Payments after a trial period ends are made one day after the end of the trial period; if trial period 1 is three days long, then the payment for trial period 2, or the regular rate if there is not a second trial period, occurs on the day after the completion of period 1, or day 4. The subscriber has full access to the subscription for 3 days before the next trial period or regular rate begins.

Regular rate payments are made on the day of the previous period's completion, which means payments will be made on the same calendar day if they occur on a monthly or yearly basis.

EXAMPLE 4.1 Payment Scheduling

Subscription Terms:

- Free for the first 7 days
- $5 USD for the next 3 weeks
- $10 USD per month thereafter

The Subscriber signs up on Aug.1, and is billed as follows:

- Aug. 1 = $0.00 USD
- Aug. 9 = $5.00 USD
- Aug. 31 = $10.00 USD

If you have a recurring payment scheduled for a day that does not occur in a given month (e.g. the 30th does not occur in February), the payment will be made on the 1st day of the following month. Thereafter, the payment will occur on the 1st of each month.

EXAMPLE 4.2 (Continued) Payment Scheduling

The recurring terms are:

- • $10 USD per month, billed on the 30th

The Subscriber is billed as follows:

- • Jan. 30 = $10.00 USD
- • Mar. 1 = $10.00 USD
- • May 1 = $10.00 USD

Payment Failures

If a scheduled payment fails, you have the option to have PayPal reattempt the payment before the subscription is cancelled.

Scheduled payments may fail due to several reasons, including insufficient funds. If you choose the Reattempt on Failure option when you create your subscription button, payments will be reattempted 3 days after the failure date. After a second failure, we will try once more 5 days later. A third failure will lead to an automatic cancellation of the subscription.

NOTE: Payments made with bank accounts are automatically reattempted once, 3 days after we notify the user that the payment failed.

Reattempts will not occur if another subscription payment is scheduled within 14 days of the failed payment, so payments do not overlap.

5 Subscription Cancellation

This chapters describes how to cancel one, some, or all of your customers' subscriptions.

Cancelling Individual Subscriptions

You can cancel a subscription by going to the **Subscription Details** page.

Go to the **History** subtab of the **My Account** tab, choose the **Subscriptions** field from the **Show** drop-down menu, and click the **Submit** button. Click on the link in the **Status** column to view the **Subscription Details**, and click the **Cancel** button on the **Subscription Details** page.

1. Alice logs in to her PayPal account, and clicks on the **Active** link in the **Status** column for the subscription she wishes to cancel.

	Subscription Creation	From	Robert Smith	...	May 14, 2002	Active

You can also get to the **Subscription Details** page by clicking on the **In reference to** link in the **Transaction Details** for any subscription payments you receive.

2. To cancel this subscription, Alice can click the **Cancel Subscription** button and follow the on-screen instructions.

3. The Subscription is now listed as **Cancelled** in Alice's transaction history

Your subscribers can cancel their subscriptions by following the same steps. In addition, if you choose to add a **Cancel Subscription** button to your website, your subscribers may press it to cancel their subscriptions. A subscription may be cancelled up until the day of the next scheduled payment. If a subscriber attempts to cancel before payment is sent on the day of a scheduled payment, the payment will not be made.

Cancelling Multiple Subscriptions At Once

If you cancel an email address which has several subscriptions, all of the subscriptions will be cancelled.

To cancel a group of subscribers, go to the History subtab of the My Account tab, choose the Subscriptions field from the Show drop-down menu, and click the Submit button. Click on the link in the **Status** column to view the **Subscription Details** of one of your active subscribers. Click the **Cancel Several Subscribers** link at the bottom of the **Subscription Details** page to open the **Mass Subscription Cancellation** page.

To cancel several subscribers, you will need to upload a simple text file containing your subscribers' email addresses (one email per line). Once your file has been read, confirm that we found the correct number of email addresses, and click the **Cancel Subscriptions** button.

To view the details of your Mass Subscription Cancellation, go to your history and click on the **Status of the Mass Subscription Cancellation** entry.

NOTE: It may take up to one hour to process your cancellation.

Your mass subscription cancellation log may contain the following terms:

- **Total Emails:** Number of email addresses uploaded from your file.

- **Emails Matched:** Number of email addresses that matched an active subscription. These active subscriptions were then cancelled. Please note that if any email address had more than one active subscription, all of the subscriptions were cancelled.

- **Emails Not Matched:** Number of email addresses that did not match with an active subscription. If the subscription was already completed or cancelled, it will be counted as "Not Matched."

- **Successful Cancellations:** Total number of subscriptions cancelled. Please note that this number may be higher than the number of emails matched if any email address had more than one active subscription.

For more details about your Mass Subscription Cancellation, click the **View Details** button on the **Transaction Details** page. You will be prompted to download a file containing more information.

Your downloaded mass subscription cancellation log may contain the following terms:

- **Email Address:** Email of subscriber
- **Success:** The subscription was successfully cancelled
- **Failed:** The subscription was not cancelled. Failure reasons include:
- **Already cancelled**
- **Already completed:** The subscription was completed prior to the cancellation
- **Failed:** General failure code
- **No Match:** The email address did not match any of your subscriptions
- **Subscription ID:** Unique ID for the subscription
- **Date Processed:** Cancellation date

6 Modifying Active Subscriptions

Allowing Buyers to Modify The Terms of Active Subscriptions

You can let your subscribers change the name, number, regular terms, or currency of an existing subscription without canceling it and re-subscribing by creating a Modify Subscription button. This button can be built to allow buyers to modify existing subscriptions only, or either modify existing subscriptions or sign up for a new subscription if no active subscriptions exist.

Buyers will not be able to modify the terms of their trial periods or change any variables other than: Subscription Name, Reference Item Number, Regular Subscription Rate, Regular Billing Cycle, and Currency.

To create a **Modify Subscription** button or link:

1. Create a regular Subscriptions button using the instructions described in the PayPal Subscriptions Button Factory section of this document, which begins on page 7. Specify the terms of the new (modified) subscription in this button.

2. Click **Create Button Now** and copy the resulting HTML or link code.

3. If your users will be modifying their subscription by clicking a button on your website, paste the provided HTML code into your Web page. Between the `<form>` and `</form>` tags, insert one of the following lines:

   – To make a Modify Or Sign Up button, meaning buyers can use this button to either modify existing subscriptions or sign up for new subscriptions, insert this line:

   ```
   <input type="hidden" name="modify" value="1">
   ```

   – To make a **Modify Only** button, meaning buyers can only use this button to modify existing subscriptions rather than signing up for a new subscription, insert this line:

   ```
   <input type="hidden" name="modify" value="2">
   ```

4. If your users will be modifying their subscription by clicking a link in an email, paste the link code into an email and add the following text to the end of the link.

   – To make a Modify Or Sign Up link, meaning buyers can use this link to either modify existing subscriptions sign up for new subscriptions, append this to the URL:

   ```
   modify=1
   ```

   – To make a Modify Only link, meaning buyers can only use this link to modify existing subscriptions rather than signing up for a new subscription, append this to the URL:

   ```
   modify=2
   ```

7 Custom Payment Pages

Creating and Applying Custom Payment Page Styles

With our Custom Payment Pages feature, you can tailor PayPal's payment pages to the style of your website for a truly seamless payment experience. Make PayPal's payment flow yours with custom page colors and your own images. Custom Payment Pages can be used with all PayPal Website Payment buttons, including Buy Now, Donations, Shopping Cart, and Subscriptions. It is also compatible with the PayPal Account Optional feature and will apply your choices to the pages in that payment flow.

Examples of Custom Payment Pages

The screen shots below demonstrate the types of customization you can add to your PayPal Website Payment buttons.

FIGURE 7.1 A payment page in the standard PayPal page style

FIGURE 7.2 The same payment page with a Custom Payment Page Style applied.

This page style includes a custom header image and header border color

FIGURE 7.3 **The same payment page with a different Custom Payment Page Style applied**
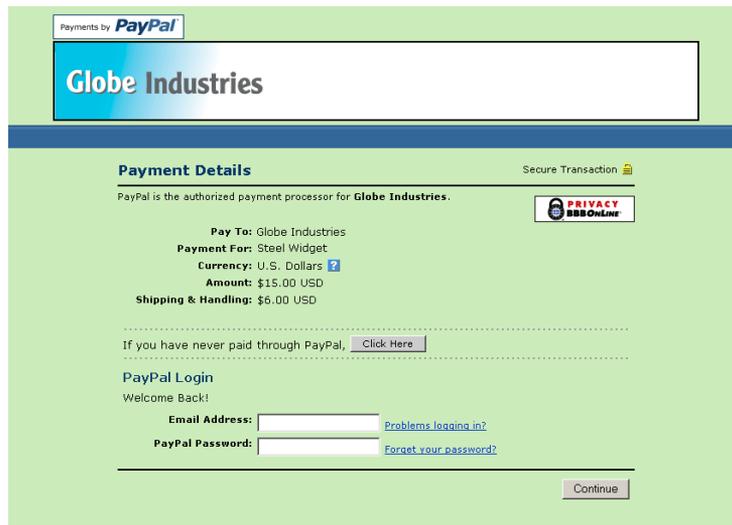
This page style includes a custom header image, header border color, and background color.

Getting Started

1. Log in to your PayPal account at www.paypal.com

2. Click on the **Profile** sub-tab.

3. Click on the **Custom Payment Pages** link under the **Selling Preference**s heading to get to the **Custom Payment Page Styles** page.

4. From this page, you can Add, Edit, Preview, and Remove page styles, as well as make any page style your Primary style.

Adding a Page Style

You may add up to 3 page styles. To add a page style:

1. Begin at the **Custom Payment Page Styles** page (see Getting Started above).

2. Click **Add**.

3. Enter your page style preferences:

Page Style Name (required)
Enter a name up to 30 characters in length. The name can contain letters, numbers, and the underscore mark - but no other symbols or spaces. The Page Style Name will be used to

refer to the page style within your PayPal account and in the HTML code for your PayPal Website Payment buttons.

Header Image URL (optional)
Enter the URL for an image that is a maximum size of 750 pixels wide by 90 pixels high; larger images will be cut to this size. The image must be in a valid graphics format such as .gif, .jpg, .png, and .swf. The image will appear at the top left of the payment page.

PayPal recommends that you enter an image URL only if the image is stored on a secure (https) server. Otherwise, your customer's web browser will display a message that the payment page contains insecure items.

Header Background Color (optional)
Enter the background color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header is a 750 pixel wide by 90 pixel high space at the top of the payment page.

Header Border Color (optional)
Enter the border color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header border is a 2 pixel perimeter around the header space.

Background Color (optional)
Enter the background color for the payment page using HTML hex code. The color code must be six digits long and should not contain the # symbol.

4. Click **Preview** to preview your page style, or click **Save** to save it.

   The next time you create a button, you will have the option to apply a page style to the payment pages associated with it. To do so, click **Add More Options** on the button creation page, and select a page style from the **Custom Payment Page Style** menu.

Editing a Page Style

To edit a page style:

1. Begin at the **Custom Payment Page Styles** page (see).

2. Click the radio button next to the page style you wish to edit.

3. Click **Edit**.

4. Keep or modify your page style preferences:

   Page Style Name (required)
   Enter a name up to 30 characters in length. The name can contain letters, numbers, and the underscore mark - but no other symbols or spaces. The Page Style Name will be used to refer to the page style within your PayPal account and in the HTML code for your PayPal Website Payment buttons.

   Header Image URL (optional)
   Enter the URL for an image that is a maximum size of 750 pixels wide by 90 pixels high;

larger images will be cut to this size. The image must be in a valid graphics format such as .gif, .jpg, .png, and .swf. The image will appear at the top left of the payment page.

PayPal recommends that you enter an image URL only if the image is stored on a secure (https) server. Otherwise, your customer's web browser will display a message that the payment page contains insecure items.

Header Background Color (optional)
Enter the background color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header is a 750 pixel wide by 90 pixel high space at the top of the payment page.

Header Border Color (optional)
Enter the border color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header border is a 2 pixel perimeter around the header space.

Background Color (optional)
Enter the background color for the payment page using HTML hex code. The color code must be six digits long and should not contain the # symbol.

5. Click **Preview** to preview your page style, or click **Save** to save it.

Previewing a Page Style

To preview a page style:

1. Begin at the **Custom Payment Page Styles** page (see).

2. Click the radio button next to the page style you wish to preview.

3. Click **Preview**.

   You also can preview a page style when adding or editing it by clicking **Preview**.

Making a Page Style Primary

When you make a page style Primary, it will be applied to all of your payment pages unless you specify otherwise. To learn how to apply a page style other than your Primary style, see .

To make a page style Primary:

1. Begin at the **Custom Payment Page Styles** page (see).

2. Click the radio button next to the page style you wish to make your Primary style.

3. Click **Make Primary**.

4. Click **Make Primary** to confirm your choice.

Removing a Page Style

When you remove a page style, the payment pages to which the style applied will no longer be customized with those specifications. Instead, your Primary page style will be applied to those pages. If you remove your Primary page style, the PayPal page style will become Primary.

To remove a page style:

1. Begin at the **Custom Payment Page Styles** page (see "Getting Started" on page 23).

2. Click the radio button next to the page style you wish to remove.

3. Click **Remove**.

4. Click **Remove** to confirm your choice.

Overriding Page Style Settings

Your Primary page style will automatically be applied to all of your payment pages unless you specify otherwise.

To apply a page style other than your Primary style, select a different one when creating your button. Just click **Add More Options** on the button creation page, and select a page style from the **Custom Payment Page Style** menu.

To change the page style for a button you have already created, you can modify the button's HTML code. replacing the value of the page_style variable with the Page Style Name of the style you wish to apply. The next time the button is clicked, its payment pages will appear in the new style.

8 Notifications Merchants Receive

How You Are Notified of New Activity for Your Subscriptions

You can get Notifications for your Subscriptions in four ways:

- email
- history transaction log
- downloadable history transaction log
- IPN (if you have activated it)

Emails

You will receive an email notification in the following cases:

- Successful Sign-up
- Cancellation
- Successful Payments
- Scheduled Payment Failures

If you do not want to receive payment notifications via email, go to the **Profile** subtab of the **My Account** tab and select the Notifications link from the left-hand menu. Find the **Payment Notifications** heading and clear the **I receive PayPal Website Payments and Instant Purchase** checkbox, and then click **Save**.

History

Your history transaction log ("History") contains information about your Subscriptions.

You may see some of the following terms in the **Type** column of your History:

- Subscription Creation
- Subscription Cancellation
- Payment
- Subscription Completion

Payment failures are not recorded by a separate line in your History. However, the Subscription Details page will note that a payment failed, and, if another attempt is scheduled, the date of the next attempt.

The Status column of subscription creation entry may contain the following terms:

- **Active:** There are future scheduled payments for this subscription.
- **Cancelled:** The subscription has been cancelled. No future payments will be made.
- **Completed:** All payments for this subscription have been made.

NOTE: When you download your subscriber log, the Completed and Cancelled statuses will be pre-pended with active or inactive (e.g. active-completed or inactive-cancelled). This indicates whether the end of the term for the cancelled or completed subscription has been reached.

Downloadable Logs

To download all of the Subscription-related entries in your History, you will need to download two files. First, login to your PayPal account, go to the **History** subtab of the **My Account** tab, and choose the **Download Log** link in the **Quick Links** menu.

Download Payment History

Click the **All Transactions** radio button or enter the dates of the entries you want to download, choose the type of file you would like to download (Comma delimited, Tab delimited, Quicken, or QuickBooks), and click the **Download History** button. This file will contain all of your Subscriptions-related payments.

Download Subscriber List

Click the **All Transactions** radio button or enter the dates of the entries you want to download, choose the **Subscriptions** radio button, which will only appear after someone has subscribed to your service, and click the **Download History** button. This file will contain all of your non-payment Subscriptions-related entries (Sign-Ups, Cancellations, and Completions).

For a list of all past and current subscribers, filter out **Subscription Cancellation** and **Subscription Completion Transactions**.

For a list of active subscribers (i.e. a list of all subscribers whose end of term has not yet been reached), sort for transactions with a status of **active**, **active-completed**, or **active-cancelled**.

IPN

To learn more about IPN, see the *PayPal Integration Guide*, which is available to view and download from the PayPal website.

If you have Instant Payment Notifications activated, you will receive an IPN on:

- Successful Sign-up
- Cancellation
- Successful Payments
- Scheduled Payment Failures
- End of Term

For details about IPN variables related to subscriptions, see Appendix A, "IPN Subscriptions Variables."

End of Term

End of Term is one way to help you manage password access to your Subscriptions content. For more help with password management, please refer to the Password Management section of this document, which begins on page 41.

An End of Term IPN is sent when a subscription ends, so you can cancel the subscriber's access to your subscription content.

If your subscription is not recurring, the End of Term will be sent when the Subscription is completed. If your subscription is recurring and it is manually cancelled, the End of Term will be sent at the end of the current term. If your subscription is recurring and it automatically cancelled due to payment failure, the End of Term will be sent immediately.

EXAMPLE *8.1 End of Term Examples*

- Term: $10 USD for 6 months
- End of Term sent: six months after sign-up

- Term: $9.99 USD per month. Paid on the 1st.
- Cancellation: manual, on Sept. 15th
- End of Term sent: On Oct. 1st

- Term: $10 USD for 6 months
- Cancellation: payment failure, on Sept.8th
- End of Term sent: on Sept. 8th

9 PayPal Subscriptions HTML Code

Manipulating The HTML Code for Your Subscription Button

The following tables show the different parameters within the Subscriptions HTML code and the Subscriptions hyperlink.

The terms for the following subscription are:

- Free for the first week
- $5.00 USD for the next 2 months
- $50.00 USD per year thereafter. Recurs at regular rate for 5 payments

Sample HTML Code for a Subscriptions Button

The code for a Subscriptions button would look similar to the following sample:

NOTE: Several optional fields are shown below.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="hidden" name="cmd" value="_xclick-subscriptions">
  <input type="hidden" name="business" value="nora@paypal.com">
  <input type="hidden" name="item_name" value="Baseball Hat Monthly">
  <input type="hidden" name="item_number" value="123">
  <input type="hidden" name="image_url"
    value="https://www.yoursite.com/logo.gif">
  <input type="hidden" name="no_shipping" value="1">
  <input type="hidden" name="return"
    value="http://www.yoursite.com/thankyou.htm">
  <input type="hidden" name="cancel_return"
    value="http://www.yoursite.com/cancel.htm">
  <input type="hidden" name="a1" value="0">
  <input type="hidden" name="p1" value="1">
  <input type="hidden" name="t1" value="W">
  <input type="hidden" name="a2" value="5.00">
  <input type="hidden" name="p2" value="2">
  <input type="hidden" name="t2" value="M">
  <input type="hidden" name="a3" value="50.00">
  <input type="hidden" name="p3" value="1">
  <input type="hidden" name="t3" value="Y">
  <input type="hidden" name="src" value="1">
```

```
<input type="hidden" name="sra" value="1">
<input type="hidden" name="srt" value="5">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="custom" value="customcode">
<input type="hidden" name="invoice" value="invoicenumber">
<input type="hidden" name="usr_manage" value="1">
<input type="image" name="submit" border="0"
  src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
  alt="PayPal - The safer, easier way to pay online"
<img alt="" border="0" width="1" height="1"
  src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

Sample Hyperlink for a Subscriptions Link

The same inputs would generate the following hyperlink.

NOTE: Several optional fields are included below.
```
https://www.paypal.com/subscriptions/business=nora%40paypal.com&item_name=B
aseball+Hat+Monthly&item_number=123&image_url=https%3A//www.yoursite.com/lo
go.gif&no_shipping=1&return=http%3A//www.yoursite.com/thankyou.htm&cancel_r
eturn=http%3A//www.yoursite.com/cancel.htm&no_note=1&a1=0.00&p1=1&t1=W&a2=5
.00&p2=2&t2=M&a3=50.00&p3=1&t3=Y&src=1&sra=1&
srt=5&no_note=1&custom=customcode&invoice=invoicenumber&usr_manage=1
```

TABLE 9.1 HTML Variables for PayPal Subscriptions

Variable Name	Required or Optional	Description
"post" action	Required	Must be set to "https://www.paypal.com/cgi-bin/webscr"
cmd	Required	Must be set to "_xclick-subscriptions"
business	Required	This is your PayPal ID, or email address. This email address must be confirmed and linked to your Verified Business or Premier account
item_name	Optional	Description of item being sold (maximum 127 characters). If you are collecting aggregate payments, this can include a summary of all items purchased, tracking numbers, or generic terms such as "subscription." If omitted, customer will see a field in which they have the option of entering an Item Name
return	Optional	An internet URL where the user will be returned after completing the payment. For example, a URL on your site that hosts a "Information on your new subscription" page. If omitted, users will be taken to the PayPal site

TABLE 9.1 HTML Variables for PayPal Subscriptions

Variable Name	Required or Optional	Description
rm	Optional	Return URL behavior. If set to "1" and if a "return" value is submitted, upon completion of the payment the buyer will be sent back to the return URL using a GET method, and no transaction variables will be submitted. If set to "2" and if a "return" value is submitted, the buyer will be sent back to the return URL using a POST method, to which all available transaction variables will also be posted. If omitted or set to "0", GET methods will be used for all Subscriptions transactions and Buy Now, Donations, or PayPal Shopping Cart transactions in which IPN is not enabled. POST methods with variables will be used for the rest
cancel_return	Optional	An internet URL where the user will be returned if payment is cancelled. For example, a URL on your site which hosts a "Payment Cancelled" page. If if omitted, users will be taken to the PayPal site
a1	Optional	Trial amount 1. This is the price of the first trial period. For a free trial, use a value of 0
p1	Optional	Trial period 1. This is the length of the first trial period. The number is modified by the trial period 1 units (t1, below)
t1	Optional	Trial period 1 units. This is the units of trial period 1 (p1, above). Acceptable values are: D (days), W (weeks), M (months), Y (years)
a2	Optional	Trial amount 2. This is the price of the second trial period
p2	Optional	Trial period 2. This is the length of the second trial period. The number is modified by the trial period 1 units (t2, below)
t2	Optional	Trial period 2 units. This is the units of trial period 2 (p2, above). Acceptable values are: D (days), W (weeks), M (months), Y (years)
a3	Required	Regular rate. This is the price of the subscription
p3	Required	Regular billing cycle. This is the length of the billing cycle. The number is modified by the regular billing cycle units (t3, below)
t3	Required	[required] Regular billing cycle units. This is the units of the regular billing cycle (p3, above) Acceptable values are: D (days), W (weeks), M (months), Y (years)
src	Optional	Recurring payments. If set to "1," the payment will recur unless your customer cancels the subscription before the end of the billing cycle. If omitted, the subscription payment will not recur at the end of the billing cycle

TABLE 9.1 HTML Variables for PayPal Subscriptions

Variable Name	Required or Optional	Description
sra	Optional	Reattempt on failure. If set to "1," and the payment fails, the payment will be reattempted two more times. After the third failure, the subscription will be cancelled. If omitted and the payment fails, payment will not be reattempted and the subscription will be immediately cancelled
srt	Optional	Recurring Times. This is the number of payments which will occur at the regular rate. If omitted, payment will continue to recur at the regular rate until the subscription is cancelled
no_note	Required	This field makes sure your subscriber is not prompted to include a note with the subscription, a function which PayPal Subscriptions does not support. This field must be included, and the value must be set to 1
custom	Optional	User-defined field (maximum 255 characters) which will be passed through the system and returned to user in payment notification emails. This field will not be shown to your subscribers
invoice	Optional	User- defined field (maximum 127 characters) which must be unique with each subscription. The invoice number will be shown to subscribers with the other details of their transactions
usr_manage	Optional	Username and password generation field. If set to "1" PayPal will generate usernames and passwords for your subscribers. For use with Password Management (see page 33). If omitted, no passwords will be generated
cn	Optional	Label that will appear above the note field (maximum 30 characters). This value is not saved and will not appear in any of your notifications. If omitted, no variable will be passed back to you. "Special instructions (optional):" will be displayed.
cs	Optional	Sets the background color of your payment pages. If set to "1," the background color will be black. If omitted or set to "0" the background color will be white
on0	Optional	First option field name (maximum 30 characters). If omitted, no variable will be passed back to you
os0	Optional	First set of option value(s). If this option is selected through a text box (or radio button), each value should be no more than 30 characters. If this value is entered by the customer through a text box, there is a 200-character limit. If omitted, no variable will be passed back to you. "on0" must be defined in order for "os1" to be recognized

TABLE 9.1 HTML Variables for PayPal Subscriptions

Variable Name	Required or Optional	Description
on1	Optional	Second option field name (maximum 30 characters). If omitted, no variable will be passed back to you
os1	Optional	Second set of option value(s). If this option is selected through a text box (or radio button), each value should be no more than 30 characters. If this value is entered by the customer through a text box, there is a 200-character limit. If omitted, no variable will be passed back to you. "on1" must be defined in order for "os1" to be recognized
currency_code	Optional	The currency of the payment. Defines the currency in which the monetary variables (amount, shipping, shipping2, handling, tax) are denoted. See table of supported currency codes. If omitted, all monetary fields are interpreted as U.S. Dollars
modify	Optional	Modification behavior. 0 or null = The button allows buyers to only create new subscriptions. 1 = The button allows buyers to modify current subscriptions if they have any and to sign up for new subscriptions if they do not. 2 = The button allows buyers only to modify existing subscriptions according to the other parameters specified by the button and does not allow sign-up for new subscriptions.
lc	Optional	Sets the default country and associated language for the login or signup page that your customers see when they click your button. If this variable is absent, the default will be set from the user's cookie, or will be set to the U.S. if there is no cookie. Can be set to any of the countries currently available on PayPal.
page_style	Optional	Sets the Custom Payment Page Style for payment pages associated with this button/link. The value of page_style is the same as the Page Style Name you chose when adding or editing the page style. You can add and edit Custom Payment Page Styles from the Profile section of the My Account tab. If you would like the button/link to always reference the style you make Primary, set this variable equal to "primary." If you would like the button/link to reference the default PayPal page style, set this variable equal to "paypal." The page_style variable has a maximum length of 30 characters. Valid character set is alphanumeric ASCII lower 7-bit characters only, plus underscore. It cannot include spaces

NOTE: If you would like to remove the values for a variable (i.e. leave the amount blank for your customer to define), you should remove the entire variable, not just the value. For example, you should remove this entire line from the code:

```
<input type="hidden" name="amount" value="$5.95">
```

rather than removing just `"5.95"`.

10 Integrating PayPal Subscriptions with your Website

Techniques for Automating PayPal Subscriptions

You can set up PayPal Subscriptions to be fully automated and integrated with your website using the features below.

Pass-Through Variables

PayPal makes several "pass-through" variables available which can be used to match payments with a customer ID, transaction ID, or any other pertinent information which you supply for tracking and identification purposes. The three primary pass-through variables are "item_number" (best used for customer or product ID), "invoice" (best used for a unique transaction ID; PayPal will enforce uniqueness on this variable in your account), and "custom" (best used for miscellaneous information that is not disclosed to the buyer). All three of these variables will display in the merchant's email notifications, transaction details, downloadable log, and Instant Payment Notification (see below). "Invoice" and "item_number" are similarly disclosed to the buyer, but "custom" is not.

NOTE: For more information, see "PayPal Subscriptions HTML Code" on page 49.

Instant Payment Notification

Instant Payment Notifications allow you to immediately act on new sign-ups, payments, and cancellations by sending immediate notifications to your server.

For example, when a subscriber returns to your "Successful Payment URL" after signing up for a subscription, you can dynamically display a page giving him immediate access to the subscription.

For more information, see the PayPal Instant Payment Notification Manual, available on the PayPal website.

Password Management

With Subscriptions Password Management, PayPal can generate unique usernames and passwords for your subscribers, enabling them to access "member only" content on your site.

After a customer signs up for a subscription, he will be given a unique username and password on the PayPal Successful Completion page. You will then activate the username/password pair on your website's server through code you write.

Merchants using "Basic Authentication" with an Apache web server on Linux may use a sample Perl script developed by PayPal that provides complete Subscriptions management. The Perl script is easy to install and interacts with PayPal's Instant Payment Notification interface to automatically activate and deactivate subscription accounts.

To learn more about Subscriptions Password Generation, log in to your PayPal account and go to the "Sell" tab. Choose the link by the "Subscriptions Password Management" checkbox.

NOTE: If you use, or plan to use, Subscriptions Password Management, then you **cannot** use Auto Return. Likewise, if you are using, or planning to use, Auto Return, then you **cannot** use Subscriptions Password Management.

11 Prepopulating PayPal Payment Pages

You can increase sales by pre-populating your customer's PayPal payment pages.

If you have already collected your customer's information, you can pass this information to PayPal to prepopulate the first page of a new customer's sign-up. The fields and parameters are listed below. You can pass all or none of this data. While your customer's sign-up page will be prepopulated, it will still be editable.

To pass this information to the PayPal payment pages, post the variable name and the associated data to PayPal in the HTML in the form of "`variable name = value`". You will also need to change your `cmd` value to '`_ext-enter`' and add a new variable, '`redirect_cmd`', whose value should be '`_xclick-subscriptions`'. Please see the sample code below for an example.

TABLE 11.1 HTML Variables for Prepopulating Sign-up

Variable Name	Value	Charcter Limitations
`first_name`	First name	Alphabetic. Maximum length = 32
`last_name`	Last name	Alphabetic. Maximum length = 64
`address1`	Street (1 of 2 fields)	Alphanumeric. Maximum length = 100
`address2`	Street (2 of 2 fields)	Alphanumeric. Maximum length = 100
`city`	City	Alphabetic. Maximum length = 100
`state`	State	Must be 2 character official abbreviation
`zip`	Zip	Numeric. Maximum length = 32 characters
`night_phone_a`	Home phone (1 of 3 fields)	Numeric. Maximum length = 3 characters
`night_phone_b`	Home phone (2 of 3 fields)	Numeric. Maximum length = 3 characters
`night_phone_c`	Home phone (3 of 3 fields)	Numeric. Maximum length = 4 characters
`day_phone_a`	Work phone (1 of 3 fields)	Numeric. Maximum length = 3 characters
`day_phone_b`	Work phone (2 of 3 fields)	Numeric. Maximum length = 3 characters
`day_phone_c`	Work phone (3 of 3 fields)	Numeric. Maximum length = 4 characters

Sample Code

The following sample HTML code shows how the optional pre-population fields would be included in your payment buttons. The field entries would need to be dynamically generated

by your website and included in the URL to which your customers are sent when they try to make a PayPal payment.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="POST">
  <input type="hidden" name="cmd" value="_ext-enter">
  <input type="hidden" name="redirect_cmd" value="_xclick-subscriptions">
  <input type="hidden" name="business" value="alice@mystore.com">
  <input type="hidden" name="item_name" value="Alice's Writers Digest">
  <input type="hidden" name="item_number" value="12">
  <input type="hidden" name="no_note" value="1">
  <input type="hidden" name="currency_code" value="USD">
  <input type="hidden" name="a1" value="0.00">
  <input type="hidden" name="p1" value="1">
  <input type="hidden" name="t1" value="W">
  <input type="hidden" name="a3" value="20.00">
  <input type="hidden" name="p3" value="1">
  <input type="hidden" name="t3" value="Y">
  <input type="hidden" name="src" value="1">
  <input type="hidden" name="sra" value="1">
  <input type="hidden" name="first_name" value="John">
  <input type="hidden" name="last_name" value="Doe"">
  <input type="hidden" name="address1" value="9 Elm Street">
  <input type="hidden" name="address2" value="Apt 5">
  <input type="hidden" name="city" value="Berwyn">
  <input type="hidden" name="state" value="PA">
  <input type="hidden" name="zip" value="19312">
  <input type="hidden" name="night_phone_a" value="610">
  <input type="hidden" name="night_phone_b" value="555">
  <input type="hidden" name="night_phone_c" value="1234">
  <input type="hidden" name="day_phone_a" value="610">
  <input type="hidden" name="day_phone_b" value="555">
  <input type="hidden" name="day_phone_c" value="1222">
  <input type="image" name="submit" border="0"
    src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
    alt="PayPal - The safer, easier way to pay online"
  <img alt="" border="0" width="1" height="1"
    src="https://www.paypal.com/en_US/i/scr/pixel.gif" >
</form>
```

A IPN Subscriptions Variables

Subscriptions Variables

Along with other IPN variables, the following variables are included in Subscriptions IPNs.

TABLE A.1   Subscriptions Variables

Variable	Possible Values	Description	Char Limit
txn_type	subscr-failed subscr-cancel subscr-payment subscr-signup subscr-eot subscr-modify	subscr_signup: subscription sign-up. subscr_cancel: subscription cancellation. subscr_failed: subscription payment failure. subscr_payment: subscription payment. subscr_eot: subscription's end-of-term. subscr_modify: subscription modification.	
subscr_date		Start date or cancellation date depending on whether transaction is subscr_signup or subscr_cancel. Time/Date stamp generated by PayPal , in the following format: HH:MM:SS DD Mmm YY, YYYY PST	
subscr_ effective		Date when the subscription modification will be effective (only for txn_type = subscr_modify). Time/Date stamp generated by PayPal , in the following format: HH:MM:SS DD Mmm YY, YYYY PST	
period1		(optional) Trial subscription interval in days, weeks, months, years (example: a 4 day interval is "period1: 4 D").	
period2		(optional) Trial subscription interval in days, weeks, months, or years.	
period3		Regular subscription interval in days, weeks, months, or years.	

TABLE A.1 *Subscriptions Variables*

Variable	Possible Values	Description	Char Limit
amount1		Amount of payment for trial period 1 for USD payments; otherwise blank (optional).	
amount2		Amount of payment for trial period 2 for USD payments; otherwise blank (optional).	
amount3		Amount of payment for regular subscription period for USD payments; otherwise blank.	
mc_amount1		Amount of payment for trial period 1, regardless of currency (optional).	
mc_amount2		Amount of payment for trial period 2, regardless of currency (optional).	
mc_amount3		Amount of payment for regular subscription period, regardless of currency.	
mc_currency	See table of supported currencies.	For non-payment subscriptions IPNs (i.e., txn_type= signup, cancel, failed, eot, or modify), this is the currency of the subscription. For payment IPNs, it is the currency of the payment (i.e., txn_type = subscr_payment)	
recurring		Indicates whether regular rate recurs (1 is yes, blank is no).	
reattempt		Indicates whether reattempts should occur upon payment failures (1 is yes, blank is no).	
retry_at		Date PayPal will retry a failed subscription payment.	
recur_times		The number of payment installments that will occur at the regular rate.	
username		(optional) Username generated by PayPal and given to subscriber to access the subscription.	64
password		(optional) Password generated by PayPal and given to subscriber to access the subscription (password will be encrypted).	24
subscr_id		ID generated by PayPal for the subscriber.	19

Variables for Each Subscription Event

The following table shows which variables are associated and can be included in IPN posts with each subscription event type.

About payment_status and txn_type with Subscription IPN

In IPN messages posted by Subscription events, the `payment_status` variable is sent when a payment or refund occurs. For all other events, the pertinent variable is `txn_type`.

TABLE A.2   IPN Variables with Each Subscription Event

Variable	Signup	Cancel	Modify	Payment (USD)	Payment (Multi-Currency)	Refund	Failed	EOT
Basic Information								
business	X	X	X	X	X		X	X
receiver_email	X	X	X	X	X		X	X
receiver_id				X	X			
item_name	X	X	X	X	X		X	X
item_number	X	X	X	X	X		X	X
Advanced and Custom Information								
invoice	X	X	X	X	X		X	X
custom	X	X	X	X	X		X	X
option_name1	X	X	X	X	X		X	X
option_selection1	X	X	X	X	X		X	X
option_name2	X	X	X	X	X		X	X
option_selection2	X	X	X	X	X		X	X
Transaction Information								
payment_status				X	X	X		
pending_reason				X	X			
reason_code				X	X			
payment_date				X	X			
txn_id				X	X			
parent_txn_id				X	X			
txn_type	subscr_ signup	subscr_ cancel	subscr_ modify	subscr_payment			subscr_ failed	subscr_ eot
Currency and Exchange information								
mc_gross				X	X			

TABLE A.2   IPN Variables with Each Subscription Event

Variable	Signup	Cancel	Modify	Payment (USD)	Payment (Multi-Currency)	Refund	Failed	EOT
mc_fee				X	X			
mc_currency	X	X	X	X	X		X	X
settle_amount				X	X			
exchange_rate				X	X			
payment_gross				X			X	X
payment_fee				X				
Buyer Information								
first_name	X	X	X	X	X		X	X
last_name	X	X	X	X	X		X	X
payer_business _name	X	X	X	X	X		X	
address_name	X	X	X	X	X		X	
address_street	X	X	X	X	X		X	
address_city	X	X	X	X	X		X	
address_state	X	X	X	X	X		X	
address_zip	X	X	X	X	X		X	
address_ country	X	X	X	X	X		X	
payer_email	X	X	X	X	X		X	X
payer_id	X	X	X	X	X		X	X
payer_status	X	X	X	X	X		X	X
payment_type				X	X			
Subscription Information								
subscr_date	X	X	X					
subscr_ effective			X					
period1	X	X	X					
period2	X	X	X					
period3	X	X	X					
amount1	X	X	X					

TABLE A.2   *IPN Variables with Each Subscription Event*

Variable	Signup	Cancel	Modify	Payment (USD)	Payment (Multi-Currency)	Refund	Failed	EOT
amount2	X	X	X					
amount3	X	X	X					
mc_amount1	X	X	X					
mc_amount2	X	X	X					
recurring	X	X	X					
reattempt	X	X	X					
retry_at							X	
recur_times	X	X	X					
username	X	X	X	X	X		X	X
password	X	X	X	X	X		X	X
subscr_id	X	X	X	X	X		X	X