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Recurring Payments – Subscribe Buttons

Use Subscribe buttons to bill customers on a regular basis, charge membership dues, or offer subscription services and installment payment plans.

You can create Subscribe buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Subscribe buttons manually. You can create buttons with limited functionality before you create your PayPal account or with JavaScript disabled in your browser.

Read the following topics to learn more about Subscribe buttons:

- Getting Started With Subscribe Buttons

- The Checkout Experience With Subscribe Buttons

- Managing Subscriptions

- The Checkout Experience With Subscribe Buttons

- Creating Advanced Subscribe Buttons on the PayPal Website

- Sample HTML Code for Subscribe Buttons

- Sample URL Code for Subscribe Email Payment Links

Getting Started With Subscribe Buttons

The easiest way to add a Subscribe button to your website is by using the button creation tool on the PayPal website. As soon as you add the button, you can begin selling subscriptions on your website.

Follow one of these procedures to get started creating your own Subscribe buttons:

- Using the Button Creation Tool for a Basic Subscribe Button

- Creating Basic Subscribe Buttons With JavaScript Disabled

- Creating Subscribe Buttons Before You Create Your PayPal Account

Note: For more detailed instructions, see Using the Button Creation Tool for Advanced Subscribe Buttons.

Using the Button Creation Tool for a Basic Subscribe Button

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

To learn how to create buttons for other kinds of subscriptions, see Using the Button Creation Tool for Advanced Subscribe Buttons.

To use the button creation tool for a basic Subscribe button:

1. Log in to your PayPal Premier or Business account at https://www.paypal.com.

   The My Account Overview page opens.

2. Click the Profile subtab.

   The Profile Summary page opens.

3. Under the Selling Preferences heading, click the Create new button link.

   The Create PayPal payment button page opens.

4. In the Accept payments for dropdown menu, select "Subscriptions and recurring billing".

5. Enter the payment details of your subscription.

   - Subscription name – Enter a name for the subscription. For example, enter "Alice's Monthly Digest".

      ○ Recurring amount to be billed – Enter the amount you want to bill subscribers for each monthly billing cycle. For example, enter "20.00".

6. Scroll to the bottom of the page, and click the Create Button button.

   The You are viewing your button code page opens.

7. Click the Select Code button on the Websites tab to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:

   ○ pressing Ctrl+C.

   – or –

   ○ right-clicking your mouse, and selecting Copy.

9. In your web editing tool, open the webpage where you want the button to be seen.

   Important: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

    ○ pressing Ctrl+V.

    – or –

    ○ right-clicking your mouse, and selecting Paste.

Creating Basic Subscribe Buttons With JavaScript Disabled

The button creation tool for Subscribe buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read these topics to learn more about creating Subscribe buttons with JavaScript disabled:

- Limitations When Creating Payment Buttons With JavaScript Disabled
- Creating a Basic Subscribe Button With JavaScript Disabled
- Enabling JavaScript in Your Browser

Limitations When Creating Payment Buttons With JavaScript Disabled

The alternative tool that works with JavaScript disabled lets you create Subscribe buttons on the PayPal website. However, the following features are not supported by the alternative tool:

- Saving your buttons in your PayPal account
- Tracking inventory
- Language choices for button images
- Creating payment buttons before you create your PayPal account

To use any of the above features when creating payment buttons on the PayPal website, you must enable JavaScript in your browser.

For more information, see Enabling JavaScript in Your Browser.

Creating a Basic Subscribe Button With JavaScript Disabled

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

To learn how to create buttons for other kinds of subscriptions, see Creating Advanced Subscribe Buttons With JavaScript Disabled.

To create a basic Subscribe button for your website with JavaScript disabled:

1. Log in to your PayPal Premier or Business account at https://www.paypal.com.

   The My Account Overview page opens.

2. Click the Edit Profile link.

   The Profile Summary page opens.

3. Under the Selling Preferences heading, click the Create New Button link.

   The Create PayPal payment button page opens.

4. Click the Subscribe link.

The Subscriptions & Recurring Payments page opens.

5. Enter the following information:

   - Subscription name – Enter a name for the subscription; for example, enter "Alice's Monthly Digest".

   - Subscription price – Enter the amount you want to bill subscribers for each monthly billing cycle; for example, enter "20.00".

6. Scroll to the bottom of the page, and click the Create Button Now button.

   The Add a Subscribe button to your website page opens.

7. Click the HTML code for Websites text box to select all of the generated HTML code.

8. Copy the text that you selected to the clipboard, by:

   - pressing Ctrl+C.

     – or –

   - right-clicking your mouse, and selecting Copy.

9. In your web editing tool, open the webpage where you want the button to be seen.

   Important: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

10. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

    - pressing Ctrl+V.

      – or –

    - right-clicking your mouse, and selecting Paste.

Enabling JavaScript in Your Browser

PayPal recommends that you keep JavaScript enabled at all times. Many features of the PayPal website require that JavaScript be enabled in your browser.

Read one of the following topics to learn how to enable JavaScript in your browser.

- Enabling JavaScript in Internet Explorer

- Enabling JavaScript in FireFox

After you enable JavaScript in your browser, you can create a basic Subscribe button by following the instructions for Using the Button Creation Tool for a Basic Subscribe Button.

Enabling JavaScript in Internet Explorer

To enable JavaScript in Internet Explorer:

1. Select Tools > Internet Options… from the menu bar.
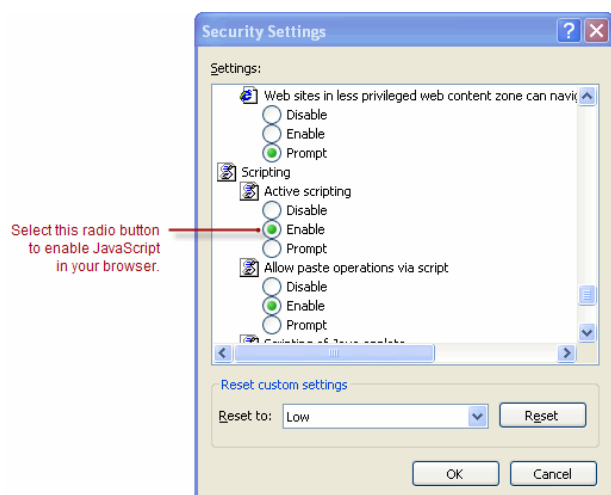
   The Internet Options dialog box opens.

2. Click the Security tab.

3. Select the Trusted sites icon in the box of Web content zones.

4. Click the Custom level… button.

   The Security Settings dialog box opens.

5. Scroll down to the Scripting section, and then select the Enable radio button as the option for active scripting.

6. Click the OK button to dismiss the Security Settings dialog box.

   A Warning message box asks if you are sure you want to change the security settings.

7. Click the Yes button to dismiss the message box.

8. Click the OK button to dismiss the Internet Options dialog box.

Enabling JavaScript in FireFox

To enable JavaScript in Firefox.

1. Select Tools > Options… from the menu bar.

   The Options dialog box opens.

2. Select the Content icon at the top of the dialog box.

3. Select the Enable JavaScript checkbox.

4. Click the OK button.

Creating Subscribe Buttons Before You Create Your PayPal Account

You can create basic Subscribe buttons and add them to your website to see how they look before you sign up for your PayPal account. However, for the buttons to work, you need a Premier or Business account.

Read the following topics to learn more about creating Subscribe buttons before you create your PayPal account.

- Limitations of Subscribe Buttons Created Without a PayPal Account
- Creating a Basic Subscribe Button Without a PayPal Account

Limitations of Subscribe Buttons Created Without a PayPal Account

Consider the following limitations of Subscribe buttons that you create and add to your website before you sign up for your PayPal Premiere or Business account.

- The buttons that you place on your website will not work.
- PayPal limits the features that you can specify with the button creation tool, such as:
  - Saving your buttons in your PayPal account
  - Tracking Inventory

Note: You cannot create payment buttons without a PayPal account if Javascript is disabled in your browser.

Creating a Basic Subscribe Button Without a PayPal Account

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

To learn how to create buttons for other kinds of subscriptions, see Using the Button Creation Tool for Advanced Subscribe Buttons.

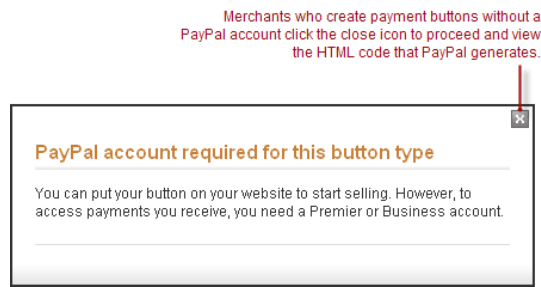To create a basic Subscribe button without a PayPal account:

1. Visit the PayPal website at https://www.paypal.com.

2. Click the Business tab.

3. Under the Need to accept credit cards? heading, click the On your website link.

   The Choose a payment solution page opens.

4. Under the Website Payments Standard heading, click the Learn more link.

   The PayPal Website Payments Standard: Overview page opens.

5. Under the Collect recurring or subscription fees heading, click the Create payment button link.

   The Create PayPal payment button page opens.

6. In the Accept payments for dropdown menu, select "Subscriptions and recurring billing".

7. Enter the payment details of your subscription.

   - Subscription name – Enter a name for the subscription. For example, enter "Alice's Monthly Digest".
   - Recurring amount to be billed – Enter the amount you want to bill subscribers for each monthly billing cycle.
   - Email address to receive payments– Enter the email address that you will use when you sign up for your PayPal account.

8. Click the Create Button button.

   The PayPal account required for this button type message box appears.

9. Click the close icon in the upper right corner of the message box to proceed.

Merchants who create payment buttons without a
PayPal account click the close icon to proceed and view
the HTML code that PayPal generates.

PayPal account required for this button type

You can put your button on your website to start selling. However, to
access payments you receive, you need a Premier or Business account.

The You've created your button page opens.

10. Click the Select Code button on the Websites tab to select all of the generated HTML code.

11. Copy the text that you selected to the clipboard, by:

    - pressing Ctrl+C.

      – or –

    - right-clicking your mouse, and selecting Copy.

12. In your web editing tool, open the webpage where you want the button to be seen.

    Important: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

13. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

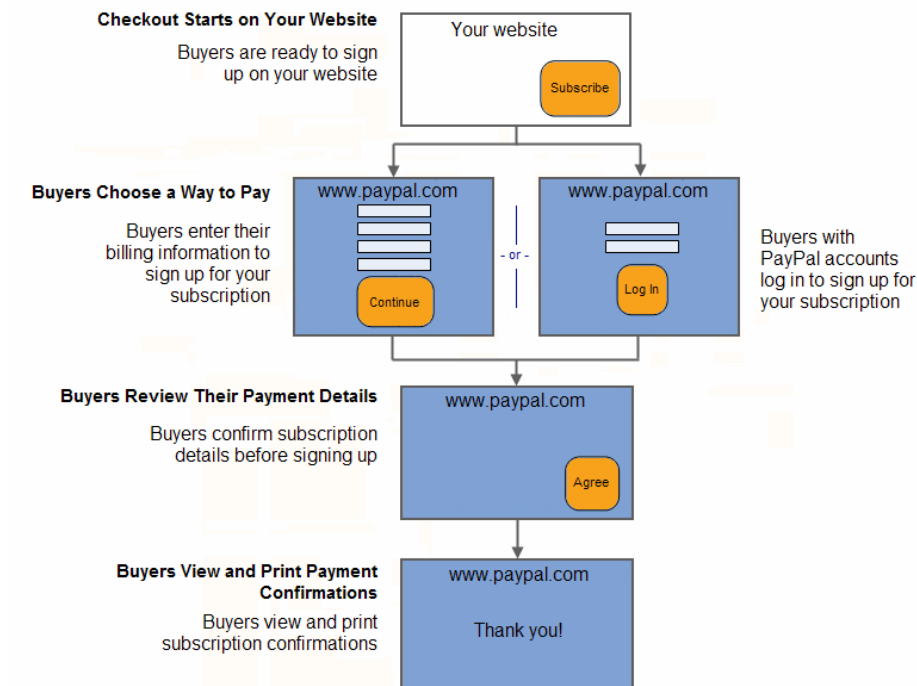   - pressing Ctrl+V.

      – or –

    - right-clicking your mouse, and selecting Paste.

Important: Your Subscribe button will not work till you sign up successfully for your PayPal Premiere or Business Account.

The Checkout Experience With Subscribe Buttons

This section demonstrates the PayPal checkout experience for people who click Subscribe buttons on your website. The following diagram illustrates the steps.

Figure 1. The Checkout Experience with Subscribe Buttons

Read these topics to better understand the checkout experience with Subscribe buttons:

- Begin – Subscribers Are Ready to Sign Up on Your Website

- 1 – Subscribers Enter Their Billing Information or They Log In to PayPal

-

-

-

-

Begin – Subscribers Are Ready to Sign Up on Your Website

The basic checkout experience with Subscribe buttons begins on your website when someone is ready to sign up for your subscription.

Figure 2. Subscribers Begin on Your Website When They Are Ready to Sign Up

In this example, Bob begins on Alice's Used Books website and decides to sign up for a subscription to *Alice's Weekly Digest*. He clicks the Subscribe button to check out.

1 – Subscribers Enter Their Billing Information or They Log In to PayPal

PayPal displays a billing information/log-in page, which lets subscribers enter their credit card information to sign up. Two radio buttons near the top of the page let subscribers switch between entering billing information and logging in to PayPal to sign up.

Figure 3. Subscribers Enter Their Billing Information to Sign Up With Credit Cards

Alice's Used Books

Billing Information

PayPal 🔒 Secure Payments

* Required

Description	Terms	Amount
Alice's Weekly Digest	Free for the first month Then $20.00 USD for each year	$0.00 USD

Choose a Payment Method

Signing up for a PayPal account is optional. You may use your credit or debit card instead.

○ **PayPal** Pay fast with PayPal. It's secure and you won't have to reveal your financial information. Learn more

● No PayPal account? Use your credit card or debit card

Buyers with PayPal accounts click this radio button to sign up.

Country

*Country: United States

Credit or Debit Card Information

*First Name: Robert
(as it appears on card)

*Last Name: Smith
(as it appears on card)

*Card Type: MasterCard

*Card Number: 5273012568792612

*Expiration Date: 05 2012

*Card Security Code: 345   What's this?

Billing Address

*Address Line 1: 456 Uptown way

Address Line 2:

*City: San Francisco

*State: CA

*ZIP Code: 94109

*Is this your shipping address? ● Yes, it is the same as my shipping address
○ No

Contact Information

This information will only be used to contact you regarding your payment, if needed.

*Email Address: bob4@xyzzyu.com

*Home Telephone (415) 555-1234   Privacy

Security Check

Type characters as shown in the box. Help

*Enter the characters: 652SC   **6 5 2 S C** 🔊
(not case sensitive)
Need help?

*Buyers enter their billing and contact information and then click the **Continue** button to sign up with credit cards.*

In order to process your payment, PayPal collects certain personal information from you which it holds in accordance with its Privacy Policy.

Continue

In this case, Bob does not have a PayPal account. He enters his billing information. He also enters his contact information – email address and home phone number– so that PayPal can send him a PayPal transaction receipt and can contact him if necessary to complete the transaction. Then, he clicks the Continue button.

Figure 4. Subscribers New to PayPal Enter Passwords to Create New PayPal Accounts

PayPal prompts subscribers who sign up with credit cards to enter passwords for their new PayPal accounts. In this case, Bob enters the password that he wants for his new PayPal account and confirms it by typing it again. Then, he clicks the Continue button.

Subscribers who already have PayPal accounts click the PayPal radio button near the top of the billing information page in order to sign up. The page changes to let them log in to PayPal.

Figure 5. Subscribers Log In to PayPal to Sign Up

2 – Subscribers Confirm Their Subscription Details Before Signing Up

PayPal displays a transaction confirmation page to let subscribers confirm the details before they complete their transactions and authorize their signups for subscriptions and for new PayPal accounts.

Figure 6. Subscribers Confirm Their Subscription Details Before Signing Up

In this case, Bob reviews the details of his subscription and recurring payments. Then, he clicks the Pay button to complete his signup for the subscription his signup for a new PayPal account.

3 – Subscribers View and Print Their Subscription Confirmations

PayPal displays a payment confirmation page after subscribers pay to let them know that they have signed up successfully.

Figure 7. Subscribers View and Print Their Subscription Confirmations

In this case, Bob prints the subscription confirmation page for his records.

End – Subscribers Receive Subscription Authorization Notices by Email

PayPal sends subscribers a subscription authorization notice by email to confirm the subscription that they signed up for.

Figure 8. Subscribers Receive Subscription Authorization Notices by Email

```
From:     service@paypal.com
To:       bobb4@xyzzyu.com
Date:     May 23, 2008 13:24:07 PDT
Subject:  Subscription Receipt for Alice's Weekly Digest

                  Dear Robert Smith,

You have successfully signed up for a subscription to Alice's Weekly Digest using PayPal.

Your first subscription payment, for $0.00 USD, has already been sent to Alice's Used books.
----------------------------------------------------------
Subscription Details
----------------------------------------------------------
Date of sign up:  May 23, 2008
Subscription Name:  Alice's Weekly Digest
Subscription Number:  S-3LS181836J608011G

Subscription Terms:
Free for the first month

Then $20.00 USD for each year

Your subscription will automatically renew at the rates stated above unless you cancel
prior to the end of the billing period.
If you have any questions or concerns about this subscription, please contact Alice's Used
books.
----------------------------------------------------------
Contact Information
----------------------------------------------------------
Business Name:  Alice's Used books
Contact Email:  help@mystore.com
Contact Phone:  800-555-1234
----------------------------------------------------------
Notification Preferences
----------------------------------------------------------
Your Email Notification Preferences are currently set so that you will not receive an email
receipt each time a payment is sent for this subscription. If you would like to receive an
email receipt each time payment is sent for this subscription, log in to your PayPal
account and go to the "Profile" subtab of the "My Account" tab. Choose the "Notifications"
link from the "Account Information" section and follow the on-screen instructions to change
this Preference.
----------------------------------------------------------
Cancelling Your Subscription
----------------------------------------------------------
If you would like to cancel this subscription, log in to your PayPal account and go to
the "History" subtab of the "My Account" tab. Choose "Subscriptions" from the pull-
down "Show" menu and press the "Submit" button. Choose this subscription, and click on
its "Details" link. You will be taken to a Transaction Details page from which you may
```

In this case, PayPal sends Bob an email message notifying him of his subscription to Alice's Weekly Digest and his future recurring payments.

Enhancing the Checkout Experience With Subscribe Buttons

Website Payments Standard offers these features to enhance the basic checkout experience for your subscribers:

- Co-Branding the Checkout Pages with Your Logo and Colors
- Prepopulating the Checkout Pages With Billing Addresses
- Returning People to Your Website After They Check Out

Co-Branding the Checkout Pages with Your Logo and Colors

The basic checkout experience displays your email address or your business name in the upper left corner of the checkout pages. You can enhance the checkout experience by setting up custom page payments in your account profile to specify logos and colors that match the style of your website. PayPal uses the logo and colors to display the checkout pages. In addition, you can specify logos and colors with advanced HTML variables that you add to the code of your button.

For more information, see:

- Co-Branding the Checkout Pages with Your Logo and Colors
- HTML Variables for Displaying PayPal Checkout Pages

Prepopulating the Checkout Pages With Billing Addresses

The basic checkout experience has forms for filling in billing addresses. You can enhance the checkout experience by prepopulating the forms with information that you have on your website about the subscriber.

To learn more about prepopulation, see Prepopulating FORMs.

To learn more about the HTML variables to use, see HTML Variables for Prepopulating PayPal Checkout Pages

Returning People to Your Website After They Check Out

The basic checkout experience with Subscribe buttons leaves subscribers on a PayPal webpage when they complete their subscription signups. Use one of the following techniques to alter the basic checkout experience so that subscribers return to your website:

- **Return URL** – Let people return to a page on your website if they click a return link or button on the PayPal payment confirmation page.

  To learn more, see Step 3 of Step 3 – Adding Advanced Features to Your Subscribe Button or HTML Variables for Displaying PayPal Checkout Pages.

- **Auto Return** – Have PayPal return people automatically to a page on your website.

  To learn more, see Auto Return.

Managing Subscriptions

Read the following topics to learn about managing subscriptions:

- Tracking Subscription Transactions
- How Billing Cycles and Recurring Payments Work
- Downloading Subscriber Lists

- Canceling Individual Subscriptions

- Canceling Multiple Subscriptions at One Time

- Suspending Subscriptions

- Editing a Subscription Profile

Tracking Subscription Transactions

Read the following topics to learn how PayPal helps you manage Subscribe transactions.

- Using Email Notices to Track Subscription Transactions

- Using Recent Activity to Track Subscribe Transactions

- Using Transaction History to Track Subscribe Payments

- Using Downloadable History Logs to Track Subscribe Payments

- Using Instant Payment Notification to Track Subscribe Transactions

Using Email Notices to Track Subscription Transactions

PayPal sends you email notices when:

- People sign up for new subscriptions.

- Subscription payments are made.

- Subscriptions end or are canceled.

Generally, PayPal sends email notices to the primary email address of your account.

PayPal can send email notices to an alternate email address, such as to someone in your organization who handles accounting or manages access to members-only content. Add the additional email address to your account profile. Then, use that email address as the value for the business HTML variable when you write the HTML code yourself for your Subscribe buttons.

For more information, see HTML Variables for Website Payments Standard.

Using Recent Activity to Track Subscribe Transactions

PayPal displays Subscribe transactions in your recent activity, soon after subscribers complete their subscription signups.

If you became a PayPal Merchant before October 15, 2009:

Subscription information displays on your History page as shown in the figure below.

Figure 9. Using Recent Activity to Track Subscribe Transactions

If you became a PayPal Merchant after October 15, 2009:

Subscription information displays on your History page as shown in the figure below.

To view your recent history:

1. Log in to you PayPal account.

2. Navigate to My Account > Overview.

   The My Account Overview opens.

3. Scroll down to the Recent Activity table near the bottom of the page.

Using Transaction History to Track Subscribe Payments

PayPal lets you search for Subscribe payments on the History page. The status of payments found there can be:

- Completed – Transactions were successful, and funds were credited to your account
- Cleared – Payments cleared senders' accounts, and funds were credited to your account
- Uncleared – Payments have not cleared sender's accounts, and funds were not credited

To learn how to work with transaction history, see the Merchant Setup and Administration Guide.

If you became a PayPal Merchant before October 15, 2009, follow these instructions.

1. Visit the History page.
2. Above the activity list, click the Subscriptions link.

   Note: If the link is not shown, select More filters > Subscriptions and agreements > Subscriptions.

   The activities list displays subscription payments, which are identified as "Subscription Creation From" or "Payment From" in the Type column.

If you became a PayPal Merchant after October 15, 2009, follow these instructions.

1. Visit the History page.
2. Above the activity list, select More filters > Subscriptions and agreements > Recurring payments > Transactions.

   The activities list displays subscription payments, which are identified as "recurring payments" in the Type column.

Using Downloadable History Logs to Track Subscribe Payments

PayPal lets you download a file that contains all of your subscription payment history for a time frame that you specify. You can choose comma delimited, tab delimited, Quicken, or QuickBooks as the file format.

To download a file with your subscription payment history:

1. Log in to your PayPal account at https://www.paypal.com.
2. Move your mouse over the History tab and then click the Download History link

   The Download History page opens.
3. Click the Customize Download Fields link.

   The Customize My Download History page opens.
4. Scroll down the page, and select the Subscription Number check box.
5. Click the Save button.

   The Download History page opens again.
6. Specify the time frame for the subscription payments you want to download and the file type you want.
7. Click the Download History button, and follow the onscreen instructions.

For more information on the Download History page, see the Merchant Setup and Administration Guide.

Using Instant Payment Notification to Track Subscribe Transactions

PayPal lets your web server receive messages about Subscribe transactions and payment activity on your account. If you activate Instant Payment Notification, PayPal sends messages when:

- Payments are first made, with a status of completed or pending.
- Payments clear, fail, or are denied, if the initial status was pending.
- Subscriptions begin, end, or are canceled, if you use Subscriptions Password Management.

To learn more, see:

- Instant Payment Notification – notify_url
- Generating Usernames and Passwords With Subscribe Buttons
- Instant Payment Notification Guide

How Billing Cycles and Recurring Payments Work

PayPal attempts to collect recurring payments from subscribers on the day after the previous billing cycle or trial period ends. Billing cycles can be daily, weekly, monthly or yearly, depending on the terms of the original subscription.

How Subscriptions with Weekly Billing Cycles Work

For weekly billing cycles, recurring payments are collected on the same day of the week.

When Weekly Recurring Payments Are Due and Collected

The subscription terms are:

- $10 USD a week; the subscriber signs up on Tuesday, December 23.

The subscriber is billed as follows:

- Tuesday, December 23 = $10.00 USD

- Tuesday, December 30 = $10.00 USD

- Tuesday, January 6 = $10.00 USD

- and so on...

How Subscriptions with Monthly Billing Cycles Work

For monthly billing cycles, recurring payments are collected on the same day of the month. If the initial recurring payment falls on the 31st, PayPal eventually adjusts the billing cycle to the 1st of the month. If the initial recurring payment falls on the 29th or 30th, PayPal adjusts the billing cycle to the 1st of the month on the following February.

When Monthly Recurring Payments Are Due and Collected on the 31st

The subscription terms are:

- $25.99 USD a month; the subscriber signs up on Thursday, July 31.

The subscriber is billed as follows:

- Thursday, July 31 = $25.99 USD

- Saturday, August 31 = $25.99 USD

- Wednesday, October 1= $25.99 USD

- Saturday, November 1= $25.99 USD

- and so on...

Notice that no recurring monthly payment was collected in September, but recurring payments *were* collected roughly every 30 days.

When Monthly Recurring Payments Are Due and Collected on the 30th

The subscription terms are:

- $25.99 USD a month; the subscriber signs up on Tuesday, December 30.

The subscriber is billed as follows:

- Tuesday, December 30 = $25.99 USD

- Friday, January 30 = $25.99 USD

- Sunday, March 1= $25.99 USD

- Wednesday, April 1= $25.99USD

- and so on...

Notice that no recurring monthly payment was collected in February, but recurring payments *were* collected roughly every 30 days.

How Subscriptions with Yearly Billing Cycles Work

For yearly billing cycles, recurring payments are collected on the same month and day each year. If the initial recurring payment falls on February 29th of a leap year, PayPal adjusts the billing cycle to March 1st the following year.

When Yearly Recurring Payments Are Due and Collected

The subscription terms are:

- $125.99 USD a year; the subscriber signs up on a Friday, February 29.

The subscriber is billed as follows:

- Friday, February 29, 2008 = $125.99 USD

- Sunday, March 1, 2009 = $125.99 USD

- Sunday, March 1, 2010 = $125.99 USD

- and so on...

Downloading Subscriber Lists

If you became a PayPal Merchant before October 15, 2009, you can download a text file that contains all of your non-payment subscription history – signups, cancellations, and ends of term. You can manipulate the download file to produce these kinds of lists:

- All current and past subscribers – Exclude "Subscription Cancellation" and "Subscription Completion" activity

- All active subscribers – Include activity with an "active," "active-completed," or "active-cancelled" status

To download a file with your non-payment subscription history:

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

2. Move your mouse over the History tab and then click the Download History link

   The Download History page opens.

3. Specify the time frame for the subscription activity that you want to download.

4. From the File Types for Download dropdown menu, select "Subscriptions."

   Note: The "Subscriptions" choice is available in the dropdown menu only after someone has signed up for a subscription with you.

5. Click the Download History button, and follow the onscreen instructions.

For more information on the Download History page, see the Merchant Setup and Administration Guide.

Canceling Individual Subscriptions

As a subscription service provider, you can the cancel the subscriptions of individual subscribers from the Subscription Details pages of your PayPal account. In addition, your subscribers can cancel the subscriptions that they have with you from their Subscription Details pages. The procedure, described below, is the same in either case. Canceled subscriptions cannot be reactivated.

Note: For the convenience of you and your subscribers, consider adding a Cancel Subscription button to your website.

For more information, see Working With Unsubscribe Buttons.

If you became a PayPal Merchant before October 15, 2009, follow this procedure.

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

2. Click the History subtab.

   The History page opens.

3. Specify the time frame in which the subscription was set up.

4. From the More Filters dropdown menu, select Subscriptions and agreements > Subscriptions.

   The History pages displays a list of subscription transactions.

5. In the Subscriptions list, locate the subscription you want to cancel.

   Make sure of the following:

   - The Type column reads, "Subscription Creation."
   - The Status column reads, "Active."

6. In the row for the subscription that you want to cancel, click the Details link.

   The Subscription Details page opens.

7. Scroll to the bottom of the page, and click the Cancel Subscription button.

If you became a PayPal Merchant after October 15, 2009, follow this procedure.

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

2. Click the History subtab.

   The History page opens.

3. Specify the time frame in which the subscription was set up.

4. From the More Filters dropdown menu, select Subscriptions and agreements > Recurring payments > My profiles.

   The History pages displays a list of recurriing payment setup transactions.

5. In the My profiles list, locate the subscription that you want to cancel.

6. In the row for that subscription, click the Details link.

   The Recurring Payments : Profile Details page opens.

7. Click the Cancel link under Profile Status.

8. Click the Yes button to confirm the cancelation.

   The Recurring Payments : Profile Details page refreshes with a message confirming that the subscription is canceled.

Canceling Multiple Subscriptions at One Time

As a subscription service provider, you can cancel multiple subscriptions at one time from the Subscription Details page of your PayPal account.

Follow the procedures described in this section to cancel multiple subscriptions at one time:

- Requesting Mass Subscription Cancellations
- Monitoring the Progress of Mass Subscription Cancellations

Requesting Mass Subscription Cancellations

Before you begin this procedure, create a text file that contains the email addresses of the subscribers whose subscriptions you want to cancel. Enter each email addresses on a separate line. You will upload this mass cancellation file during Step 7 of the procedure below.

Important: If a subscriber in your text file has more than one subscription with you, all of that person's subscriptions will be canceled.

To request the cancellation of multiple subscriptions at one time:

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

2. Click the History subtab.

   The History page opens.

3. From the Show dropdown menu, select "Subscriptions."

4. Click the Search button.

   The History page displays a list of subscription transactions.

5. In the row for any subscription where the Status column reads "Active," click the Details link.

   The Subscription Details page opens.

6. Scroll to the bottom of the page, and click the Cancel several subscribers link.

   The Mass Subscription Cancellation page opens.

7. In the Attach Mass Cancellation File text box, enter the path and filename of the mass cancellation file that you created earlier, or click the Browse… button to locate the file on your local computer.

8. Click the Continue button.

   The Mass Cancellation page opens to display the number of email addresses that PayPal found in your mass cancellation file.

9. Confirm the number of email address found by PayPal against the number of email addresses in your mass cancellation file. Then, click then Cancel Subscriptions button.

   The Mass Cancellation page refreshes to inform you that your mass cancellation file has been registered by PayPal and will be processed.

Monitoring the Progress of Mass Subscription Cancellations

It may take PayPal a while to process your mass cancellation file. You can monitor the progress from the History page by looking at the status of the cancellation transaction.

Note: It may take up to one hour to process your mass subscription cancellation.

To check the status of your mass subscription cancellation:

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

2. Click the History subtab.

   The History page opens.

3. From the Show dropdown menu, select "All Activity - Simple View."

4. Specify the time frame in which you requested the mass subscription cancellation.

   Generally, select the Within radio button and select "The Past Day" from the dropdown menu.

5. Click the Search button.

   The History pages displays a list of subscription transactions.

6. In the Subscriptions list, locate the row where the Type column reads "Mass Subscription Cancellation."

   The Status column reads "Processed" after PayPal finishes processing your mass cancellation file.

7. Click the Details link to see statistics about your mass subscription cancellation and to download a mass cancellation log file.

   The Transaction Details page opens to display the following statistics:

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

   - Emails Matched – Number of email addresses that matched one or more active subscriptions.

   - Emails Not Matched – Number of email addresses that matched no active subscriptions or matched subscriptions that were already completed or canceled.

   - Successful Cancellations – Number of subscriptions canceled. This number may be higher than the number of emails matched if any email address had more than one active subscription.

8. Click the View Details button to download a mass cancellation log file.

   PayPal prompts you to open or save a file named `BatchLog.txt`. Each line in the file represents the actions taken against a subscription. Each line begins with the subscription ID and has the email address of the subscriber and the processing date. The log file reports the following processing results:

   - Success – The subscription was canceled.

   - Failed Already cancelled – The subscription was canceled already.

- Failed Already completed – The subscription ended already.

- Failed – A general failure occurred, as identified by the failure code.

- No Match – The email address did not match any of your subscriptions.

Suspending Subscriptions

If you became a PayPal Merchant after October 15, 2009, you can suspend a buyer's subscription. Suspending a subscription lets you stop charging the buyer, but keep their subscription profile active so you can use it for future charges. For example, if your subscriber is going on vacation and wants to stop receiving the subscription material during that time, you can suspend their subscription. Only PayPal merchnats can suspend subscriptions.

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

2. Click the History subtab.

   The History page opens.

3. From the More Filters dropdown menu, select Subscriptions and agreements > Recurring payments > My profiles.

   The History pages displays a list of recurriing payment setup transactions.

4. In the My profiles list, locate the subscription that you want to suspend.

5. In the row for that subscription, click the Details link.

   The Recurring Payments : Profile Details page opens.

6. Click the Suspend link under Profile Status.

7. Click the Yes button to confirm the suspension.

   The Recurring Payments : Profile Details page refreshes with a message confirming that the subscription is suspended and no further amounts will be collected.

   Note: You can reactive the subscription later to resume the collection of payments by returning to the profile and clickling the Reactivate link under Profile status.

Editing a Subscription Profile

If you became a PayPal Merchant after October 15, 2009, you can edit a buyer's subscription profile.

As a subscription service provider, you can edit a buyer's subscription profile in the Edit Profile page. Use this page to update buyer information, adjust the cost or cycles of the subscription, and specify how to handle missing or failed payments.

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

2. Click the History subtab.

   The History page opens.

3. From the More Filters dropdown menu, select Subscriptions and agreements > Recurring payments > My profiles.

   The History pages displays a list of recurriing payment setup transactions.

4. In the My profiles list, locate the subscription that you want to edit.

5. In the row for that subscription, click the Details link.

   The Recurring Payments : Profile Details page opens.

6. Scroll to the bottom of the page and then click the Edit Profile button.

   The Recurring Payment Details page opens.

7. Change the subscription service name by entering the new name in the Product/service text field.

8. Change the limit of failed payments allowed for this subscription in the Failed payments maximum field.

   - To set a limit, click the Suspend after radio button and enter a number in the failed payments field.

   - To remove a limit, click the No limit radio button.

9. Indicate whether to include missing payments in the next billing by selecting Yes or No from the Add missing payments to next billing dropdown menu.

10. Edit the subscription payment cycle in the Total Number of cycles section. Click the payments radio button and enter the number of payments, or click the Indefinite radio button to continue payments until the account is cancelled.

11. Enter any changes to the subscription cost, shipping charges, or tax amount in the Cost section.

12. Update the buyer's shipping information in the Shipping address section. You can change the name, address, city, state, or zip code. You cannot change the shipping country.

13. Click the Save button.

End of Term Messages Sent Through Instant Payment Notification

Instant Payment Notification sends end of term messages when subscriptions end. Use these messages to automatically terminate subscription password access to members only content.

For more information about Subscriptions Password Management, see Generating Usernames and Passwords With Subscribe Buttons.

For subscriptions with no recurring payments, end of term messages are sent when the subscription period ends. For subscriptions with recurring payments and a limited

number of billing cycles, end of term messages are sent at the end of the last billing cycle. For subscriptions that are canceled, end of term messages are sent when the subscription period or the current billing cycle ends. For subscriptions that PayPal cancels due to failures in attempts to collect recurring payments, end of term messages are sent immediately.

End of Term Examples

- Term – $10 USD for 6 months, paid on the 1st of March

- End of Term – sent on the 1st of September, 7 months after signup

- Term – $9.99 USD per month, paid on the 1st of March

- Cancellation – manually on the 15th of June

- End of Term – sent on the 1st July, at the end of the current billing cycle

- Term – $10 USD for 6 months, paid on the 1st of March, with reattempts of failed recurring payments enabled

- Payment failure – on the 1st of June

- 1st reattempt failure – on the 4th of June

- 2nd reattempt failure – on the 9th of June

- Cancellation – final payment failure on the 9th of June

- End of Term – sent on the 9th of June

For more information, see Reattempting Failed Recurring Payments With Subscribe Buttons.

Advanced Features of Subscribe Buttons

Read the following topics to learn about these advanced features of Subscribe buttons:

- Offering Trial Periods and Introductory Rates With Subscribe Buttons

- Limiting the Number of Billing Cycles With Subscribe Buttons

- Offering Product Options With Subscribe Buttons

- Working With Modify Subscription Buttons

- Working With Unsubscribe Buttons

- Generating Usernames and Passwords With Subscribe Buttons

- Reattempting Failed Recurring Payments With Subscribe Buttons

Offering Trial Periods and Introductory Rates With Subscribe Buttons

Offer trial periods to let people try your subscription service before their regular subscription and its recurring payments begin. You can set the prices and durations of trial periods independently of the regular subscription price and billing cycle.

How Subscriptions With Trial Periods Work

The following example shows how subscribers are billed for trial periods.

Subscriptions That Include Trial Periods

Subscription Terms:

- An initial trial period, free of charge, that lasts for 7 days

- A second trial period for $5 USD, that lasts three additional 3 weeks

- A regular subscription for $10 USD a 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

Specifying Trial Periods With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that include trial periods:

- Specify trial periods when you create Subscribe buttons by using the creation tool on the PayPal website.

  See Step 9 of Step 1 – Specifying Basic Features of Your Subscribe Button.

- Specify trial periods in the HTML button code that you write manually.

  See Sample HTML Code for a Subscribe Button With Trial Periods.

Limiting the Number of Billing Cycles With Subscribe Buttons

Limit the number of billing cycles with your subscriptions to set up installment plans. The number that you specify stops recurring payments on subscriptions after that number of billing cycles has been reached.

How Subscriptions With Limited Billing Cycles Work

The following example shows how subscribers are billed on installment plans with a limited number of billing cycles.

Subscription Terms That Limit the Number of Billing Cycles

Subscription Terms:

- A regular subscription for $19.95 USD a month, for a total of 3 months

The Subscriber signs up on Aug.15, and is billed as follows:

- Aug. 15 = $19.95 USD

- Sept. 15 = $19.95 USD

- Oct. 15 = $19.95 USD

Specifying the Limit on Billing Cycles With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that have a limited number of billing cycles:

- Specify the limit that stops recurring payments after a certain number when you create Subscribe buttons by using the creation tool on the PayPal website.
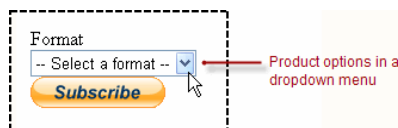
  See Step 8 of Step 1 – Specifying Basic Features of Your Subscribe Button.

- Specify the limit in the HTML button code that you write manually.

  See Sample HTML Code for a Subscribe Button With Limits on Billing Cycles.

Offering Product Options With Subscribe Buttons

Prompt subscribers for product options, such as size or color. You can prompt buyers for their option selections with dropdown menus or with text boxes. PayPal limits you to 6 product options on a single Subscribe button. Up to 4 options can prompt for selections with dropdown menus, and up to 2 options can prompt for selections with text boxes.

Specifying Product Options With Subscribe Buttons

Do one of the following to create Subscribe buttons that offer product options:

- Specify the product options when you create Subscribe buttons by using the creation tool on the PayPal website.

  See Step 6 of Step 1 – Specifying Basic Features of Your Subscribe Button.

- Specify the product options in the HTML button code that you write manually.

  See Sample HTML Code for Subscribe Buttons With Product Options.

Working With Modify Subscription Buttons

Let subscribers modify their active subscriptions by adding a Modify Subscription button to your website. If you offer different subscriptions levels, Modify Subscription buttons let you subscribers upgrade to a higher level without an interruption in service.

How PayPal Lets Subscribers Modify Their Subscriptions

Modify Subscription buttons let subscribers accept a new set of subscriptions terms and pricing for their current, active subscriptions.

You can write the HTML code for Modify Subscription buttons that allow subscribers to:

- Modify their active subscriptions, or sign up for new subscriptions

- Modify their active subscriptions only

The following example shows how subscribers use Modify Subscription buttons to upgrade their subscriptions from one level of service to another.

Subscribers Use Modify Subscription Buttons

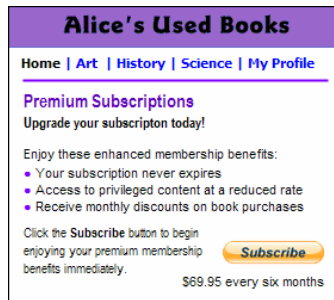Subscription terms:

- A basic subscription for $29.95 USD a month, for one year

- A premium subscription for $69.95 USD every six months

Bob signed up on Feb. 15 for a basic subscription.

- On Apr. 26, he decides to upgrade his basic subscription to a premium subscription:

- Bob visits the subscription website, finds a webpage that lets him upgrade his subscription, and clicks the **Subscribe** button.

- PayPal displays a log-in page. Bob enters his PayPal credentials and logs in.
- PayPal displays the Review Subscription Details page, which lets Bob see his current subscription terms and the new terms is about to agree to.

- Bob retains his current subscription with Alice's Used Books.
- The new terms take effect at the end of the current billing cycle, May. 15.

Specifying Options for Modify Subscription Buttons

To create a Modify Subscription button, you must be able to write HTML code. You can generate most of the button code with the button creation tool on the PayPal website. Then, you add code to it manually.

Do one of the following:

- Using the Button Creating Tool for Modify Subscription Buttons
- Creating Modify Subscription Buttons With JavaScript Disabled

Using the Button Creating Tool for Modify Subscription Buttons

To create a Modify Subscription button by using the button creation tool on the PayPal website:

1. Follow the procedure for Step 1 – Specifying Basic Features of Your Subscribe Button.
   - Select a button image that reads "Subscribe."
   - Specify the terms and pricing that will apply after subscriptions are modified.
2. (optional) Click the Step 2 bar, depending on whether you want to save your button in your PayPal account and whether you want to track inventory for the items you are selling by subscription. Follow the instructions for Step 2 – Tracking Inventory With Your Subscribe Button.
3. Click the Step 3 bar, and then follow the instructions for Step 3 – Adding Advanced Features to Your Subscribe Button.
   - Add any advanced features that you want for the modified subscription.
   - Select the Add Advanced Variables checkbox; then in the text box below it, enter one of the following lines of code:

     `modify="1"` – Add this line of code to let subscribers modify their active subscriptions or sign up for new, additional subscriptions. If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing, with a link to a page to sign up for a new, additional subscription with the new terms and pricing. If a subscriber has a prior subscription that ended or was canceled, PayPal lets the subscriber sign up for a new subscription with the modified terms and prices.

     `modify="2"` – Add this line of code to let subscribers modify existing subscriptions only. If a a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing. The page does not allow subscribers to sign up for new subscriptions.
4. Click the Create Button button.

   The Add a Subscribe button to your website page or the You've created your button pages opens, depending on whether you are saving the button in you PayPal account.
5. Follow the procedure for Copying and Pasting the Subscribe Code.

For more information, see Sample HTML Code for a Modify Subscription Button.

Creating Modify Subscription Buttons With JavaScript Disabled

To create a Modify Subscription button with JavaScript disabled:

1. Follow the procedure for Creating Advanced Subscribe Buttons on the PayPal Website.
   - Specify the terms and pricing that will apply after the subscriptions are modified.
   - Select a button image that reads "Subscribe."
   - Make sure you select the No radio button in the section about button encryption.
2. Click the Create Button Now button.

   The Add a Subscribe button to your website page opens.
3. For a payment button, follow the procedure for Copying and Pasting the HTML Code for the Subscribe Button to copy and paste everything in the HTML code for Websites text box onto your webpage. Then, add the following code.

Do one of the following between the `<form>` and `</form>` tags in the pasted code:

- To let subscribers modify their active subscriptions or sign up for new, additional subscriptions, insert the following line of code:

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

  If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing, with a link to a page to sign up for a new, additional subscription with the new terms and pricing.

  If a subscriber has a prior subscription that ended or was canceled, PayPal lets the subscriber sign up for a new subscription with the modified terms and prices.

- To let subscribers modify existing subscriptions only, insert the following line of code:

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

  If a subscriber has an active subscription, PayPal displays a page during checkout for accepting the new terms and pricing. The page does not allow subscribers to sign up for new subscriptions.

4. For an email payment link, follow the procedure for Copying and Pasting the Code for the Subscribe Email Payment Link to copy and paste everything in the Link for Emails text box into your email. Then, add the following code.

   Do one of the following at the end of the pasted URL:

   - To let subscribers modify their active subscriptions or sign up for new, additional subscriptions, add the following variable and value:

     ```
     modify=1
     ```

   - To let subscribers modify existing subscriptions only, add the following variable and value:

     ```
     modify=2
     ```

For more information, see Sample HTML Code for a Modify Subscription Button.

Working With Unsubscribe Buttons

Let subscribers cancel their active subscriptions by adding Unsubscribe buttons to your website.

How PayPal Cancels Subscriptions

When subscribers cancel subscriptions, they avoid future recurring payments.If subscribers cancel their subscriptions before payment is sent on the day that a recurring payment is due, their subscriptions are canceled immediately and no payments are made.

The following example shows how subscribers use Unsubscribe buttons to cancel their subscriptions.

Note: Subscribers can cancel their subscriptions from the Subscription Details pages of their PayPal accounts. For more information, see Canceling Individual Subscriptions.

Subscribers Cancel Their Subscriptions

Subscription terms:

- A regular subscription for $20.00 USD a month, for one year

Bob signs up for a subscription on Feb. 15:

- On Aug. 28, Bob decides to cancel his subscription:.

  - Bob visits the subscription website, finds a webpage that lets him cancel his subscription, and clicks the **Unsubscribe** button.

  - PayPal displays a log-in page. Bob enters his PayPal credentials and logs in.

  - PayPal displays the Subscription Details page for his subscription.

  - Bob scrolls to the bottom of the page and clicks the Unsubscribe button.

- Bob's subscription remains active through Sep. 14.
- PayPal collects no more recurring payments from Bob.

Creating Unsubscribe Buttons

Do one of following to add Unsubscribe buttons to your website:

- Create an Unsubscribe button as an optional step when you create your Subscribe button by using the creation tool on the PayPal website

  See one of the following:

    - Using the Button Creation Tool for an Unsubscribe Button
    - Step 2 of Page 2 – Specifying Advanced Features of Your Subscribe Button

- Write the HTML code for Cancel Subscription buttons manually.

  See Sample HTML Code for an Unsubscribe Button.

Generating Usernames and Passwords With Subscribe Buttons

Let PayPal generate unique usernames and passwords for your subscribers when they sign up for subscription memberships to your website. Use PayPal Subscriptions Password Management to enable access to members only content on your website automatically.

Important: Subscriptions Password Management and Auto Return are incompatible. Turn Auto Return off if you want PayPal to manage subscription passwords.

For more information, see Auto Return.

How Subscriptions Password Management Works

After subscribers sign up for your subscription, PayPal generates their usernames and passwords automatically. PayPal displays the generated values to subscribers on the PayPal payment confirmation page and in the PayPal confirmation email. In addition, PayPal displays generated usernames and initial passwords to subscribers from their PayPal accounts.

Your website uses the generated usernames and initial passwords to set up new accounts so that your subscribers can log in. Your website receives new subscription messages through Instant Payment Notification, which requires advanced programming skills to implement.

After you implement Instant Payment Notification on your website, you write additional programming code that captures the generated usernames and initial passwords for new subscriptions. You should also write code to capture cancellation and end-of-term notices, so that you can update your member database to turn off access to members only content.

For more information about Instant Payment Notification, see the Instant Payment Notification Guide.

Downloading the Subscriptions Password Management Perl Script

PayPal provides a Perl script that you can use to help automate access to members only content for new subscribers, provided your website uses "Basic Authentication" with an Apache web server that runs on Linux. The Perl script interacts with Instant Payment Notification to automatically activate and deactivate subscriber accounts on your website.

Note: You must agree to the terms of use before you can download the installation manual and the Perl script from the PayPal website.

To download the manual and the Perl script for use with Subscriptions Password Management:

1. Log in to your PayPal Business account at https://www.paypal.com.

2. Click the Merchant Services tab.

   The Tools for existing PayPal merchants page opens.

3. Under the Create Buttons heading, click the Subscribe link.

   The Subscriptions & Recurring Payments button page opens.

4. In the text beside the first checkbox on the page, click the IPN and server modifications required link.

   The Subscriptions Password Management page opens.

5. Scroll to the bottom of the page, and click the Download the Perl script link.

   The User Agreement page opens.

6. Read the PayPal software license agreement, and then click the I agree button.

   The Subscriptions Download page opens.

7. Do both of the following:

    - Click the Donwload Manual link to download the PayPal Password Management Installation Guide in PDF format.
    - Click the Download Script link to download a tar file with the Perl script and a copy of the license agreement.

Specifying to Generate Usernames and Passwords With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that generate usernames and passwords automatically for subscribers:

- Specify that you want PayPal to generate usernames and passwords when you create Subscribe buttons by using the creation tool on the PayPal website.

  See Step 8 of Step 1 – Specifying Basic Features of Your Subscribe Button.

- Specify that you want PayPal to reattempt failed recurring payments in the HTML button code that you write manually.

  See Sample HTML Code for a Subscribe Button With Password Management.

Reattempting Failed Recurring Payments With Subscribe Buttons

PayPal cancels subscriptions when recurring payments fail. A recurring payment fails if funds cannot be moved from the subscriber's PayPal account to your own. Limits on the availability of funds in PayPal accounts occur rarely, for a variety of reasons.

Temporary limits that PayPal places on subscribers' accounts are often lifted quickly. To avoid unnecessary cancellations, you can specify that PayPal should reattempt failed payments before canceling subscriptions.

How PayPal Reattempts Failed Recurring Payments

PayPal reattempts to collect recurring payments three days after the day on which recurring payments fail. If the first reattempt to collect a recurring payment fails, PayPal waits 5 days to reattempt a second time. If the second reattempt fails, PayPal cancels the subscription.

Note: Payments made with bank accounts are automatically reattempted 3 days after PayPal notifies subscribers that their payments failed.

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

PayPal Reattempts to Collect a Failed Recurring Payment

Subscription Terms:

- A regular subscription for $20.00 USD a month, for one year

Bob signs up for a subscription on Feb. 12.

- On Apr. 12, PayPal attempts to collect Bob's recurring $20.00 payment, but the payment fails because of a temporary limit placed on Bob's PayPal account.
- On Apr. 15, PayPal reattempts to collect Bob's recurring $20.00 payment for April, but the payment fails again because the temporary limit remains on Bob's PayPal account.
- On Apr. 18, Bob takes action on his PayPal account, and PayPal lifts the temporary limit.
- On Apr. 20, PayPal reattempts to collect Bob's recurring $20.00 payment for April, and the payment succeeds.
- On May 12, PayPal attempts to collect Bob's recurring $20.00 payment for May, and the payment succeeds.

Specifying to Reattempt Failed Recurring Payments With Subscribe Buttons

Do one of following to add Subscribe buttons to your website that reattempt failed recurring payments instead of canceling subscriptions immediately:

- Specify that you want PayPal to reattempt recurring payments when you create Subscribe buttons by using the creation tool on the PayPal website.

  See Step 8 of Step 1 – Specifying Basic Features of Your Subscribe Button.
- Specify that you want PayPal to reattempt failed recurring payments in the HTML button code that you write manually.

  See Sample HTML Code for a Subscribe Button That Reattempts Payments.

Creating Advanced Subscribe Buttons on the PayPal Website

Read the following topics to learn more about creating Subscribe buttons on the PayPal website:

- Generating Code for Payment Buttons and Email Payment Links
- Protecting HTML Code for Payment Buttons
- Using the Button Creation Tool for Advanced Subscribe Buttons
- Creating Advanced Subscribe Buttons With JavaScript Disabled

Generating Code for Payment Buttons and Email Payment Links

When you create Subscribe buttons with tools on the PayPal website, PayPal generates HTML code for website payment buttons. Then, you copy and paste the HTML code onto the pages of your website.

In addition to HTML code, PayPal generates URL code for email payment links. Use email payment links to add Subscribe functionality to your email messages. If your web editing tool or your service provider does not allow you to paste HTML code onto your webpages, you may be able to paste the URL code for email payment links onto your webpages instead.

Protecting HTML Code for Payment Buttons

When you create Subscribe code with tools on the PayPal website, PayPal lets your protect the HTML button code that it generates by encrypting part of it. Protecting the HTML code of your payment buttons helps protect against malicious tampering and fraudulent payments.

Important: Merchants with significant payment volume are required to take precautions on securing Website Payments Standard buttons.

For more information, see Securing Your Website Payments Standard Buttons.

Using the Button Creation Tool for Advanced Subscribe Buttons

Read the following topics to learn how to use the button creation tool for Subscribe buttons:

- The Basic Steps for Using the Tool With Subscribe Buttons
- Saving Subscribe Buttons in Your PayPal Account
- Tracking Inventory

- [Adding Advanced Features to Subscribe Buttons With HTML Variables](#)

- [Step 1 – Specifying Basic Features of Your Subscribe Button](#)

- [Step 2 – Tracking Inventory With Your Subscribe Button](#)

- [Step 3 – Adding Advanced Features to Your Subscribe Button](#)

- [Copying and Pasting the Subscribe Code](#)

- [Using the Button Creation Tool for an Unsubscribe Button](#)
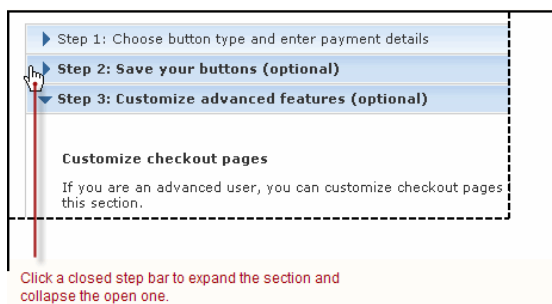
Note: If JavaScript is disabled in your browser, PayPal provides an alternative tool described in [Creating Advanced Subscribe Buttons With JavaScript Disabled](#).

The Basic Steps for Using the Tool With Subscribe Buttons

The button creation tool for Subscribe buttons is a single webpage with three sections:

- Step 1 – Choose button type and enter payment details – This section lets you specify the details of your Subscribe button. You can specify product options that subscribers can choose, and you can offer trial periods at reduced rates.

- Step 2 – Track inventory – This section lets you control whether to save your button in your PayPal account. If you save your button, you can enter information that PayPal uses to track inventory.

- Step 3 – Customize advanced features (optional) – This section lets you work with advanced features of Subscribe buttons. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard buttons, you can enter them here.

One section at a time is open for you to work with. To work with another section, click its step bar to expand it.

You can switch between the sections as often as you like, until you click the Create Button button at the bottom of the page. Then, PayPal generates the code for your button and displays it on the You are viewing your button code page. Copy the code and paste it onto your webpage, and your payment button is complete.

Saving Subscribe Buttons in Your PayPal Account

By default, the button creation tool saves payment buttons in your PayPal account. The tool saves your button and generates the code when you click the Create Button. You must copy and paste the generated code onto your webpages, whether or not you save your button at PayPal. The generated code is shorter for saved buttons, because PayPal keeps most of the information about your button in your account, instead of placing it in the code that you add to your website.

Saving your payment buttons in your PayPal account has these benefits:

- Your payment buttons are more secure, because the generated code that add to your website contains no information that can be tampered with to produce fraudulent payments.

- You can edit the details and options for your payment buttons in your PayPal account, without changing the button code that you added to your website.

  Note: If you change product options, you must copy and paste the code that is newly generated by PayPal to replace the code that you pasted previously.

- You can track inventory.

Use the Step 2 section of the button creation tool to control whether your button is saved in your PayPal account. You can have a maximum of 1,000 saved buttons in your PayPal account.

For more information, see [Saving Payment Buttons in Your PayPal Account](#).

Tracking Inventory

PayPal can track inventory items that you sell with Subscribe buttons if you save them in your PayPal account. You can track inventory for the item itself or by its product options.

If you track inventory, PayPal helps you avoid oversold situations. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level you specify. You have the option to let oversold transactions go through or to warn subscribers and prevent them from subscribing for more than your quantity on hand.

Use the Step 2 section of the button creation tool to specify the information that PayPal uses to track inventory.

Adding Advanced Features to Subscribe Buttons With HTML Variables

Some advanced features of payment buttons can be specified only with HTML variables. If you are familiar with HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them in the button creation tool before the button code is generated.

Use the Step 3 section of the button creation tool to enter advanced HTML variables that you want to include in your payment button.

For more information, see Step 4 of Step 3 – Adding Advanced Features to Your Subscribe Button.

Step 1 – Specifying Basic Features of Your Subscribe Button

To begin using the button creation tool for Subscribe buttons:

1. Log in to your PayPal Premier or Business account at https://www.paypal.com.

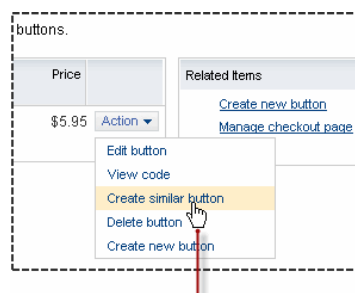   The My Account Overview page opens.

2. Click the Profile subtab.

   The Profile Summary page opens.

3. Under the Selling Preferences heading, do one of the following:

   - Click the My Saved Buttons link, and then click the Create new button link in the upper right of the page, if you previously saved payment buttons in your PayPal account.

     To create a new button that is similar to a button that you saved, find the saved button in the list. Then, click the Action dropdown menu at the right and click the Create similar button link.

   - Click the Create New Button link, if you have no buttons saved in your PayPal account.

   The Create PayPal payment button page opens.

4. In the Accept payments for dropdown menu, select "Subscriptions and recurring billing".

5. Enter the payment details of your subscription (optional).

   - Subscription name – (optional) Enter a name for the subscription; for example, enter "Alice's Monthly Digest". If you do not enter anything in this field, your subscribers can complete this field during checkout.

   - Subscription ID – (optional) If you offer different kinds of subscriptions, such as monthly and annual payment plans, enter an identifying code for this subscription.

     If you want to set up your subscription so that PayPal tracks inventory levels, enter a value that is unique among all the items that you sell by subscription and want PayPal to track. For more information, see Step 2 of Step 2 – Tracking Inventory With Your Subscribe Button.

6. Customize your button with product options (optional).

   Do any of the following:

   - Add dropdown menu without prices – Select this checkbox to add a dropdown menu of product options.

     Enter a name for the dropdown menu, such as "Size". For each menu option, enter a name, such as "Small", "Medium", or "Large".

     Click the Done button to preview the effect in the Buyer's View pane.

     Click the Edit link to change the name and options of your dropdown menu. To remove an option, clear the menu option name and click the Done button.

     Click the Delete link to remove the dropdown menu from your button.

     Click the Add another dropdown menu link to open a set of fields for another dropdown menu of options without prices. You can add a maximum of 4 dropdown menus, with a maximum of 10 options per menu.

   - Add text field – Select this checkbox to add a text box in which buyers can enter option information.

     Enter a name for the text box, such as "Enter your size".

     Click the Done button to preview the effect in the Buyer's View pane.

     Click the Edit link to change the name of the text field.

     Click the Delete link to remove the text box from your button.

     Click the Add another text box link to open a a field for the name of another text box. You can add a maximum of 2 text boxes.

   For more information, see Offering Product Options With Subscribe Buttons.

7. Customize the appearance and the language of your button (optional).

Click the Customize appearance link and do one of the following:

- PayPal button – Select this radio button to use a button image that is hosted by PayPal. You can configure the size of the button, whether the button displays payment card logos, and the country and language for the button text.

  If you change the country, ensure the currency that you select in Step 8 below is appropriate.

- Use your own button – Select this radio button to specify the URL of your own button image that is not hosted by PayPal. Use your own button image if the buttons hosted by PayPal do not fit the look of your website.

  If your image is hosted securely, change the text box to begin with `https//`.

8. Set the terms of the subscription.

   - Have PayPal create user names and passwords for customers – Select this checkbox if you would like PayPal to generate usernames and passwords for your subscribers.

     For more information, see Generating Usernames and Passwords With Subscribe Buttons.

   - Recurring amount to be billed – Enter the amount you want to bill subscribers for each billing cycle. The amount is drawn from subscribers' PayPal accounts at the beginning of each cycle.

   - Currency – Select the currency in which you priced the recurring amount to be billed; the dropdown menu automatically selects the currency of your primary balance.

   - Billing Cycle – In the dropdown menus, select a number and a unit of duration for the regular subscription billing cycle.

   - After how many cycles should billing stop? – (optional) If you want to limit the number of regular billing cycles, select the number from the dropdown menu. For example, select "6" if you want to set up a six-month installment payment plan.

     For more information, see Limiting the Number of Billing Cycles With Subscribe Buttons

   - Try to bill a customer again after a failed attempt? Select the No radio button if you want subscriptions to cancel immediately after attempts to collect recurring payments fail. Leave the Yes radio button selected if you want subscriptions to cancel only after 3 successive attempts to collect recurring payments fail.

     For more information, see Reattempting Failed Recurring Payments With Subscribe Buttons.

9. Offer trial periods to your subscribers (optional).

   You can offer your subscribers two trial periods. You can offer the first trial period free of charge. The duration of trial periods can differ from the duration of the regular subscription billing cycle.

   - Offer a trial to your subscribers – Select this checkbox if you want to offer trial periods.

     The page expands to display additional fields for setting the initial trial period.

   - Amount to bill during trial period – Select the Free trial radio button; or select the Lower rate radio button and then enter the amount you want to bill subscribers for the initial trail period.

   - How long should this trial period last? – In the dropdown menus, select a number and a unit of duration for the trial period.

   - Offer another trial to your subscribers? – Select the Yes radio button if want to offer a second trial period that follows the initial trial period.

     The page expands to display additional fields for setting the second trial period.

   - Amount to bill during trial period – Enter the amount you want to bill subscribers for the second trail period.

   - How long should this trial period last? – In the dropdown menus, select a number and a unit of duration for the second period.

   - No – Select this radio button to avoid offering a second trial period and hide the additional fields for setting it.

   For more information, see Offering Trial Periods and Introductory Rates With Subscribe Buttons.

10. Choose between your merchant ID and your email address.

    Select one of the following radio buttons to associate transactions from your button with your PayPal account.
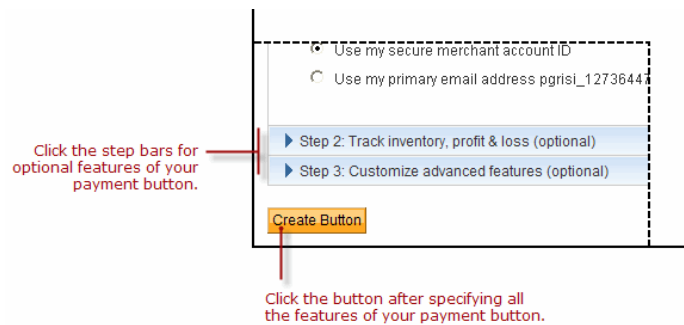
    - Secure merchant account ID – Select this radio button to associate your button with your PayPal account by using your merchant ID. PayPal assigns a unique merchant ID to your account and includes it automatically in the code for your button.

      Your merchant ID is a more secure way to associate your button with your account than using your email address. Only PayPal can match your merchant ID and PayPal account, and your PayPal email address is never exposed in the HTML button code on your webpages.

    - Plain text email – Select this radio button to associate your button with your PayPal account by using your email address. Select from the email addresses in your PayPal account. 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 receives payments from this button. Only confirmed email addresses can be used to receive payments.

      Important: Your email address is a less secure way to associate your button with your PayPal account than by using your merchant ID. Your email address is exposed on webpages wherever you paste the HTML code for your button.

11. Do one of the following:

- Click the Create Button button if you specified all the features for your button.

  Follow the instructions for Copying and Pasting the Subscribe Code.

- Click the Step 2 bar if you want PayPal to track inventory levels for your item or if you do not want to save your button in your PayPal account.

  Follow the instructions for Step 2 – Tracking Inventory With Your Subscribe Button.

- Click the Step 3 bar if you want to specify advanced features for your button.

  Follow the instructions for Step 3 – Adding Advanced Features to Your Subscribe Button.

Step 2 – Tracking Inventory With Your Subscribe Button

Use the Step 2 section of the button creation tool to control whether to save the important details your button in your PayPal account and to provide inventory tracking information for your item.
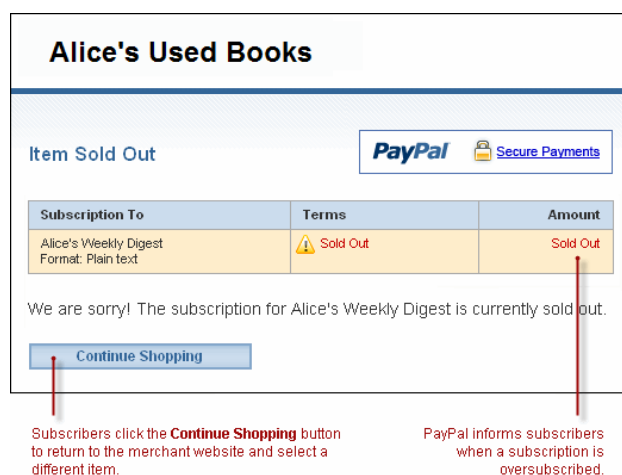
For more information, see Tracking Inventory.

1. Select the Save button at PayPal checkbox to save your button in your PayPal account and to enable your ability to track inventory for your item.

2. Select the Track inventory checkbox to enable entering information that PayPal uses to track inventory for your item. Then, do one of the following:

   - By Item – Select this radio button if you want to track inventory regardless of product options selected by subscribers.

     Enter the quantity that you currently have in stock and an alert level. PayPal sends you an alert by email when your inventory on hand falls to or below the alert level.

   - By Option – Select this radio button if want to track inventory by product options that you specified during Step 6 of Step 1 – Specifying Basic Features of Your Subscribe Button.

     For each option listed, enter a unique item ID, the quantity that you currently have in stock, and an alert level. PayPal sends you an alert by email when your inventory on hand for any option falls to or below its alert level.

   Under the Can customers buy an item when it is sold out? heading, do one of the following:

   - Yes – Select this radio button to let subscribers checkout and authorize their payments, even when inventory tracking shows that your item would become oversold. Buyers are not informed of oversold or out-of-stock situations nor that their items will be on back order after they complete their transactions

   - No – Select this radio button to prevent subscribers from checking out and authorizing their payments when inventory tracking shows that your item would become oversubscribed. In the text box, enter the URL of a page on your website where you want PayPal to send subscribers of oversubscribed items.
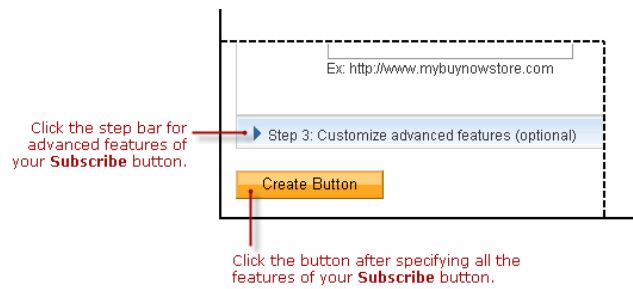
     If the inventory of subscription items falls to 0, PayPal lets subscribers know that the item is completely oversubscribed.

   Subscribers click the Continue Shopping button to return to the webpage at the URL that you specified.

   "No" is the default choice for this feature.

3. Do one of the following:

- Click the Create Button button if you specified all the features for your button.

  Follow the instructions for Copying and Pasting the Subscribe Code.

- Click the Step 3 bar if you want to specify advanced features for your button.

  Follow the instructions for Step 3 – Adding Advanced Features to Your Subscribe Button.

- Scroll to the top of the page and click the Step 1 bar if you want to adjust the basic features of your button.

  Follow the instructions for Step 1 – Specifying Basic Features of Your Subscribe Button, beginning with Step 5.

Step 3 – Adding Advanced Features to Your Subscribe Button

Use the Step 3 section of the button creation tool to specify advanced features of your button.

1. Do you need your subscribers' shipping addresses (optional)?

   - Yes – Select this radio button to prompt subscribers to select or enter shipping addresses during checkout.

     "Yes" is the default choice for this feature.

   - No – Select this radio button if you do not want to prompt subscribers for shipping addresses. Select this option for items that do not require shipping, such as digital goods that subscribers download, or if the item is a service that does not require on-site delivery.

2. Take subscribers to a specific webpage (URL) after checkout cancellation (optional)?

   Select the checkbox and enter a URL in the text box if you have a special page on your website where you want subscribers to return if they cancel their checkouts before completing their transactions.

3. Take subscribers to a specific webpage (URL) after successful checkout (optional)?

   Select the checkbox and enter a URL in the text box if you have a special page on your website where you want subscribers to return after they complete their checkouts successfully.

   Note: If you have a special webpage for subscribers who return to your website after checking out successfully, consider implementing Payment Data Transfer so that you can display information about the completed transactions. To learn more, see the Payment Data Transfer page on Developer Central.

4. Add advanced variables to the HTML code of your payment button (optional).

   If you are familiar with the HTML programming and the advanced HTML variables supported by Website Payments Standard payment buttons, you can enter them here. Select the checkbox, and then enter the variables in the text box below it.

   Enter any advanced HTML variables in the following, name/value-pair format:

   `variableName=allowableValue`

   For example, you want PayPal to display custom payment pages during checkout that you set up in your account profile. Use the HTML variable `page_style` with the name you gave to your custom payment page. If you were to include the variable in HTML code that you write manually, you would use the standard HTML format:

   `<input type="hidden" name="page_style" value="myPageStyle">`

   Enter the variables in the text box using the shortened, name/value-pair format, instead:

   `page_style=myPageStyle`

   Do not enclose values in quotes, even if values contain spaces. PayPal surrounds the value from the equal sign (=) to the end of the line with quotes in the generated HTML code.

   For more information, see HTML Form Basics for Website Payments Standard.

5. Do one of the following:

   - Click the Create Button button if you specified all the features for your button.

     Follow the instructions for Copying and Pasting the Subscribe Code.

   - Scroll to the top of the page and click the Step 1 bar if you want to adjust the basic features of your button.

     Follow the instructions for Step 1 – Specifying Basic Features of Your Subscribe Button, beginning with Step 5.

   - Scroll to the top of the page and click the Step 2 bar if you want to adjust information that PayPal uses to track inventory levels or if you do not want to save your button in your PayPal account.

Follow the instructions for Step 2 – Tracking Inventory With Your Subscribe Button.

Copying and Pasting the Subscribe Code

After you click the Create Button button, PayPal displays the You are viewing your button code page. The page contains tabs with Subscribe code for specific situations:

- Website – Copy and paste the HTML button code on this tab onto the pages of your website.

- Email – Copy and paste the URL email payment link code on this tab into email templates and messages, or paste it onto webpages if your hosting provider does not allow you to paste HTML code.

Regardless of saving your buttons in your PayPal account, you must copy and paste the code that PayPal generates onto your own webpages and into email templates and messages.

Copying and Pasting the HTML Code for the Subscribe Button

The Website tab on the You are viewing your button code page contains the generated HTML code for your Subscribe payment button.

If in Step 2 – Tracking Inventory With Your Subscribe Button you specified that you do not want to save your button in your Paypal account, PayPal protects the generated HTML button code with encryption. Protected HTML code helps secure your buttons against malicious tampering and fraudulent payments.

You can expose the code of your payment button by clicking the Remove code protection link at the upper right of text box. For example, you might remove protection so that you can edit the code later to change the item price. If you remove code protection, you must use other methods that PayPal recommends to secure your payment button. Click the Protect code link to restore the button protection that you removed.

Important: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons. For more information, Securing Your Website Payments Standard Buttons.

To copy and paste the HTML code for your Subscribe payment button:

1. Click the Select Code button on the Websites tab to select all of the generated HTML code.

2. Copy the text that you selected to the clipboard, by:

    - pressing Ctrl+C.

      – or –

    - right-clicking your mouse, and selecting Copy.

3. In your web editing tool, open the webpage where you want the button to be seen.

    Important: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

    - pressing Ctrl+V.

      – or –

    - right-clicking your mouse, and selecting Paste.

Copying and Pasting the Code for the Subscribe Email Payment Link

The Email tab on the You are viewing your button code page contains the generated URL code for your Subscribe email payment link.

Note: PayPal cannot protect the URL code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in Securing Your Website Payments Standard Buttons.

To copy and paste the URL code for your Subscribe email payment link:

1. Click the Select Code button on the Email tab to select all of the generated URL code.

2. Copy the text that you selected to the clipboard, by:

    - pressing Ctrl+C.

      – or –

    - right-clicking your mouse, and selecting Copy.

3. Open the email template or message that you want to send.

4. Paste the text that you copied from the clipboard into your email, by:

    - pressing Ctrl+V.

      – or –

    - right-clicking your mouse, and selecting Paste.

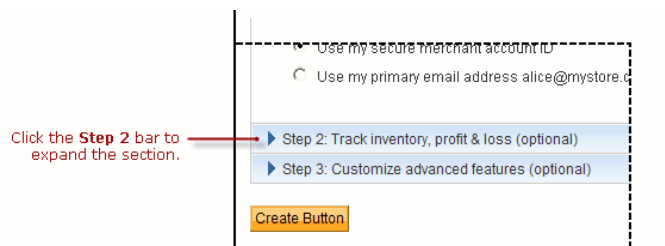**Using the Button Creation Tool for an Unsubscribe Button**

Each time you create a Subscribe button, PayPal gives you a chance to create an Unsubscribe button. You can use the generated HTML code for any of these Unsubscribe buttons – the code is identical. Paste the same HTML button code onto your webpages for as many Unsubscribe buttons as you need.

Note: You cannot save Unsubscribe buttons in your PayPal account, and the HTML button code that PayPal generates does not require protection.

For more information, see Working With Unsubscribe Buttons.

To use the button creation tool for an Unsubscribe button:

1. Log in to your PayPal Premier or Business account at https://www.paypal.com.

   The My Account Overview page opens.

2. Click the Profile subtab.

   The Profile Summary page opens.

3. Under the Selling Preferences heading, click the Create new button link.

   The Create PayPal payment button page opens.

4. In the Accept payments for dropdown menu, select "Subscriptions and recurring billing".

5. In the Recurring amount to be billed text box, enter any amount.

6. Scroll to the bottom of the page, and click the Step 2 bar.

   The Step 2 – Track inventory (optional) section of the tool expands to fill the page.

7. Clear the Save button at PayPal checkbox.

8. Click the Create Button button.

   The You've created your button page opens.

9. Click the Create an Unsubscribe button link.

   The Create PayPal payment button page opens.

10. Click the Create Button button.

    The You've created your button page opens.

11. Click the Select Code button on the Websites tab to select all of the generated HTML code.

12. Copy the text that you selected to the clipboard, by:

    ○ pressing Ctrl+C.

    – or –

    ○ right-clicking your mouse, and selecting Copy.

13. In your web editing tool, open the webpage where you want the button to be seen.

    Important: Be sure that your tool is ready for you to paste HTML code, such as by switching to an HTML view from a design view of your webpage.

14. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

    ○ pressing Ctrl+V.

    – or –

    ○ right-clicking your mouse, and selecting Paste.

Creating Advanced Subscribe Buttons With JavaScript Disabled

The button creation tool for Subscribe buttons, described above, requires JavaScript. If JavaScript is disabled in your browser, PayPal automatically offers you an alternative button creation tool that does not require JavaScript.

Read the following topics to learn how to create Subscribe buttons with JavaScript disabled.

- The Pages in the Button Creation Tool for Subscribe Buttons

- Page 1 – Specifying the Basic Features of the Subscribe Button

- Page 2 – Specifying Advanced Features of Your Subscribe Button

- Copying and Pasting the Subscribe Code With JavaScript Disabled

Note: The alternative tool lets you create Subscribe buttons on the PayPal website, but it does not allow you to save your buttons in your PayPal account.

For more information, see Saving Payment Buttons in Your PayPal Account.

The Pages in the Button Creation Tool for Subscribe Buttons

The button creation tool for Subscribe buttons with JavaScript disabled has three pages:

- Subscriptions & Recurring Payments button – the initial page to specify the required and most often used optional features

- Subscriptions & Recurring Payments – Page 2 – an optional page to specify additional, advanced features, including the button image for Unsubscribe buttons

- Add a Subscribe button to your website – the final page that has the generated code for your payment button

You can switch between the first and second pages until you click the Create Button Now button to display the third page that has the generated code.

Page 1 – Specifying the Basic Features of the Subscribe Button

To create code for a Subscribe button or email payment link by using a tool on the PayPal website with JavaScript disabled:

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

2. Click the Edit Profile link.

   The Profile Summary page opens.

3. Under the Selling Preferences heading, click the Create New Button link.

   The Create PayPal payment button page opens.

4. Under the Create button without JavaScript enabled heading, click the Subscribe link.

   The Subscriptions & Recurring Payments button page opens.

5. Enter the subscription details of your button.

   - Subscription name/service – Enter a name for the subscription that people sign up for when they click the Subscribe button.

   - Reference number – (optional) If you offer different kinds of subscriptions, such as monthly and annual payment plans, enter an identifying code for this subscription.

   - Currency – From the dropdown menu, select the currency in which you will specify the prices for trial periods and the regular subscription. The dropdown menu automatically selects the currency of your primary balance.

   - Buyer's default country – From the dropdown menu, select a country for the PayPal log-in or sign-up page that donors see when they click the button. The content on the page will be appropriate for the country you select. Subscribers can change the country that you select, after the log-in or sign-up page opens.

   - Select the checkbox at the bottom of the details section if you would like PayPal to generate usernames and passwords for your subscribers.

     For more information, see Generating Usernames and Passwords With Subscribe Buttons.

6. Specify trial periods for the subscription (optional).

   - In the Trial Period #1 text box, enter the amount you want to bill subscribers for the initial trial period. Enter 0 for a free initial trial period.

   - In the Trial Period #1 dropdown menus for how long this trial period should last, select a number and a unit of duration.

     The following example shows how to select three-day trial period:

   - In the Trial Period #2 text box, enter the amount you want to bill subscribers for a subsequent trial period.

   - In the Trial Period #2 dropdown menus for how long this trial period should last, select a number and a unit of duration.

     For more information, see Specifying Trial Periods With Subscribe Buttons.

7. Specify the regular billing cycle for the subscription.

- Subscription Price – Enter the amount that you want to bill subscribers for regular billing cycles that occur after trial periods end.

- Under the recurring basis link, select the No radio button if you want the subscription to expire after the end of the first regular billing cycle.

- In the dropdown menus for the length of each billing cycle, select a number and a unit of duration.

- Under the text that reads stop the recurring payments after a certain number, select the Yes radio button if you want to limit the number of regular billing cycles for a subscription.

- If you select the Yes radio button in the previous step, select the number of times you that want the regular billing cycle to recur before the subscription expires.

- Under the text that reads if payment fails for the subscription, select the No radio button if you want subscriptions to cancel immediately after attempts to collect recurring payments fail.

    For more information, see Reattempting Failed Recurring Payments With Subscribe Buttons

The following example shows how to set up regular billing cycles for a year-long installment plan with 12 equal, monthly payments.

For more information, see Limiting the Number of Billing Cycles With Subscribe Buttons.

8. Choose a button style for your Subscribe button.

    Select the radio button next to the image that you want to use, if you are going to be receiving payments from your website instead of by using an email payment link. The image that you select is hosted by PayPal.

To display your own image that you host on your website:

- Click the Use your own button image link.

    An additional radio button and text box appear.

- In the Button Image URL text box, enter the URL of your button image.

    If your image is hosted securely, change the entry to begin with `https//`.

9. Specify whether to use button encryption.

- Select the Yes radio button to encrypt the generated code for the payment button.

    – or –

- Select the No radio button to leave the generated code for the payment button and the email payment link as clear text.

PayPal highly recommends that you use button encryption to protect the HTML code of your payment button. Encryption protects payment details from fraudulent alteration by third parties, thus increasing the security of the payments you accept. However, consider the limitations that encryption imposes:

- Encrypted HTML code cannot be edited.

    Select the No radio button if you want to edit the HTML code for your button after the code is generated.

- Encrypted HTML code cannot be used for email payment links.

    Select the No radio button if you want to create an email payment link instead of or in addition to your button.

If you select the No radio button for any reason, use an alternative strategy described in Securing Your Website Payments Standard Buttons, to secure the payments you receive from the payment button or the email payment link.

Important: Merchants with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

10. If you have additional details to specify for your button, such as a custom payment page that has your own logo and colors, or you want PayPal to generate a Cancel Subscription button, click the Add More Options button and follow the instructions for [Page 2 – Specifying Advanced Features of Your Subscribe Button](#).

    – or –

    If you entered all the details and options for your button, go to [Copying and Pasting the Subscribe Code With JavaScript Disabled](#).

Page 2 – Specifying Advanced Features of Your Subscribe Button

Use the Subscriptions & Recurring Payments – Page 2 page to specify the following additional details for your button.

1. Add option fields to your button.

   Option fields lets subscribers select or specify options when they sign up for a subscription, such as the choice of HTML or plain text format subscriptions to electronic newsletters. Options must not change the price of the subscription.

   Subscribe buttons can have one or two option fields. You can use a dropdown menu, with choices that you specify, or a text box, in which subscribers type their option choice.

   - Option Field Type – Select either "drop-down menu" or "text box" as the type of option field.

   - Option Name – Enter the name of your option, for example, "Format". Enter no more than 60 characters.

   - Drop-Down Menu Choices – (if applicable) If you selected "drop-down menu" as the type of option field, enter the menu choices, for example "HTML" and "Plain Text". Choices cannot exceed 30 characters. Use a carriage return (press ENTER) to separate choices. Enter no more than 10 choices.

   Important: Option fields cannot be used if you are creating an email payment link. To include Subscribe links in email messages for items with options, send HTML emails with links to Subscribe buttons on your website that have option fields.

2. Create a Cancel Subscription button (optional).

   Choose a button style for your Cancel Subscription button, which PayPal generates automatically when you visit Page 2 to create a Subscribe button.

   Select the radio button next to the image that you want to use. The image that you select is hosted by PayPal.

   – or –

   To display your own image that you host on your website:

   - Click the Use your own button image link.

     An additional radio button and text box appear.

   - In the Button Image URL text box, enter the URL of your button image.

     If your image is hosted securely, change the entry to begin with `https//`.

   To learn more, see [Working With Unsubscribe Buttons](#).

3. Customize your payment pages.

   Use these settings to give subscribers a visually seamless payment experience by customizing the PayPal payment pages to match the visual style of your website.

   - Primary Page Style – (display only) The payment pages that your subscribers see are displayed with the page style that is specified here, unless you select a different custom payment page style below.

   - Custom Payment Page Style – (optional) If you already added Custom Payment Page Styles in your account profile, they are listed here. Choose the page style you would like to appear when subscribers click your Subscribe button.

     To learn more about creating page styles, see [Co-Branding the PayPal Checkout Pages](#).

   - Preview – Click the Preview button to see a mock-up of the payment page style that donors see when they click your Subscribe button.

4. Customize your subscribers's experience.

   Use these settings to give subscribers a payment experience that is easy to navigate.

- o Successful Payment URL – (optional) Do one of the following:

    Enter the URL of a page on your website that you want subscribers redirected to after they complete their payments. The URL that you enter is used by this payment button only.

    Click the Edit button to change the return URL that this button and all your other payment buttons use to redirect subscribers to your website after they complete their payments. For more information, see Auto Return.

- o Payment Data Transfer – Click the Edit button to turn Payment Data Transfer on or off for all your payment buttons.

    To learn more, see the Payment Data Transfer page on Developer Central.

- o Cancel Payment URL – (optional) Enter the URL for the page on your website that you want subscribers redirected to if they cancel their payments at any point before completing the checkout. If you do not enter a URL, subscribers who cancel are taken to a PayPal webpage. The URL that you enter is used by this payment button only.

5. Select your shipping preferences.

    Select the radio button that matches your need to collect addresses from subscribers:

    Make shipping optional – Select this radio button if you want to prompt subscribers to enter their addresses as an option.

    – or –

    Yes, require shipping – Select this radio button if you want to require subscribers to enter their addresses.

    – or –

    No shipping needed – Select this radio button if you do not require addresses from subscribers.

6. If you want to change any of the details that you entered on the previous page, click the Edit button and follow the instructions for Step 1 – Specifying Basic Features of Your Subscribe Button, beginning with Step 5.

    – or –

    If you have entered all the details and options for your button, go to Copying and Pasting the Subscribe Code With JavaScript Disabled.

Copying and Pasting the Subscribe Code With JavaScript Disabled

After you enter the details and options that you want for your Subscribe button, click the Create Button Now button. PayPal generates Subscribe code for:

- a payment button, which you can paste onto your website
- an email payment link, which you can paste into email
- optionally, a button and an email link to let subscribers cancel their subscriptions

The Add a Subscribe button to your website page displays the generated code.

Copying and Pasting the HTML Code for the Subscribe Button With JavaScript Disabled

To copy and paste the HTML code for the Subscribe payment button:

1. Click the HTML code for Websites text box to select all of the generated HTML code.

2. Copy the text that you selected to the clipboard, by:

    - o pressing Ctrl+C.

        – or –

    - o right-clicking your mouse, and selecting Copy.

3. Open the webpage where you want the button to be seen.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

    - o pressing Ctrl+V.

        – or –

  ○ right-clicking your mouse, and selecting Paste.

Copying and Pasting the Code for the Subscribe Email Payment Link WIth JavaScript Disabled

PayPal does not generate code for email payment links if you select the Yes radio button in the Button Encryption section on the first page of the button creation tool. To turn button encryption off, return to the first page and click the No radio button in the Button Encryption section. Then click the Create Button Now button again.

Note: You cannot use Encrypted Website Payments to encrypt the code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in Securing Your Website Payments Standard Buttons.

To copy and paste the code for the Subscribe email payment link:

1. Click the Link for Emails text box to select all of the generated URL code.

2. Copy the text that you selected to the clipboard, by:

   ○ pressing Ctrl+C.

   – or –

   ○ right-clicking your mouse, and selecting Copy.

3. Open the email template or message that you want to send.

4. Paste the text that you copied from the clipboard into your email, by:

   ○ pressing Ctrl+V.

   – or –

   ○ right-clicking your mouse, and selecting Paste.

Copying and Pasting the Code for the Cancel Subscription Button

PayPal generates HTML code for the Cancel Subscription button if you visit the Subscriptions and Recurring Payments – Page 2 page to add more options to your Subscribe button.

To copy and past the HTML code for the Cancel Subscription button:

1. Select everything in the first text box under the Copy 'Cancel Subscription' Button HTML heading by clicking the text with your mouse.

2. Copy the text that you selected to the clipboard, by:

   ○ pressing Ctrl+C.

   – or –

   ○ right-clicking your mouse, and selecting Copy.

3. In your web editing tool, open the webpage where you want the button to be seen.

4. Paste the text that you copied from the clipboard onto your webpage where you want the button to appear, by:

   ○ pressing Ctrl+V.

   – or –

   ○ right-clicking your mouse, and selecting Paste.

Copying and Pasting the Code for the Cancel Subscription Email Payment Link

PayPal generates code for the Cancel Subscription email payment link if visit the Subscriptions and Recurring Payments – Page 2 page to add more options. However, PayPal does not generate code for email payment links if you select the Yes radio button in the Button Encryption section on the first page of the button creation tool. To turn button encryption off, return to the first page and click the No radio button in the Button Encryption section. Then click the Create Button Now button again.

Note: You cannot use Encrypted Website Payments to encrypt the code for email payment links. Secure the payments you receive from email payment links by using an alternative method that does not involve encryption, as described in Securing Your Website Payments Standard Buttons.

To copy and paste the code for the Cancel Subscription email payment link:

1. Select everything in the second text box under the Copy 'Cancel Subscription' Button HTML heading by clicking the text with your mouse.

2. Copy the text that you selected to the clipboard, by:

   ○ pressing Ctrl+C.

   – or –

   ○ right-clicking your mouse, and selecting Copy.

3. Open the email that you want to send.

4. Paste the text that you copied from the clipboard into your email, by:

   ○ pressing Ctrl+V.

   – or –

- right-clicking your mouse, and selecting Paste.

Creating More Subscribe Buttons

After you copy and paste the Subscribe code, you can create another Subscribe button for a different kind of subscription. Scroll to the bottom of the Add a Subscribe button to your website page and click the Create Another Button. Then follow the instructions for Page 1 – Specifying the Basic Features of the Subscribe Button, beginning with Step 5. The pages of the button creation tool retain the options that you previously specified.

Avoiding Problems With Pasted HTML Code

After you paste the code onto your webpage or into your email, ensure that it matches exactly the code that you copied from PayPal. Pasted code may not match the generated code for the following reasons:

- You did not copy all of the generated code.

- Your editing tool may have special areas for pasting HTML code and other areas for pasting URLs and display text. Be sure you paste the generated code into a field that accepts HTML code or URLs.

- Your editing tool might change some characters in the pasted code.

Sample HTML Code for Subscribe Buttons

The sample HTML code in this section demonstrates various features of Subscribe buttons:

- Sample HTML Code for a Basic Subscribe Button

- Sample HTML Code for a Subscribe Button With Trial Periods

- Sample HTML Code for a Subscribe Button With Limits on Billing Cycles

- Sample HTML Code for Subscribe Buttons With Product Options

- Sample HTML Code for a Modify Subscription Button

- Sample HTML Code for an Unsubscribe Button

- Sample HTML Code for a Subscribe Button With Password Management

- Sample HTML Code for a Subscribe Button That Reattempts Payments

To protect against malicious users tampering with the HTML code for your Subscribe buttons and submitting fraudulent payments, see Securing Your Website Payments Standard Buttons.

Important: Organizations with significant payment volume are required to take precautions on securing Website Payment Standard buttons.

Sample HTML Code for a Basic Subscribe Button

The sample HTML code below illustrates a basic Subscribe button with these features:

- No trial periods

- A subscription price of $5.00 USD

- A 1-month billing cycle

- No limit on the number of billing cycles

The subscription ends only when canceled by the merchant or the subscriber.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">




 <!-- Identify your business so that you can collect the payments. -->


 <input type="hidden" name="business" value="alice@mystore.com">




 <!-- Specify a Subscribe button. -->




 <input type="hidden" name="cmd" value="_xclick-subscriptions">




 <!-- Identify the subscription. -->


 <input type="hidden" name="item_name" value="Alice's Weekly Digest">
```

```
<input type="hidden" name="item_number" value="DIG Weekly">


<!-- Set the terms of the regular subscription. -->


<input type="hidden" name="currency_code" value="USD">


<input type="hidden" name="a3" value="5.00">


<input type="hidden" name="p3" value="1">


<input type="hidden" name="t3" value="M">


<!-- Display the payment button. -->


<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 HTML Code for a Subscribe Button With Trial Periods

The sample HTML code below illustrates a Subscribe button with these features:

- An initial trial period that is free and lasts for 7 days.
- A second trial periods that costs $5.00 USD and lasts for an additional 3 weeks.

The regular subscription begins 4 weeks after the subscriber signs up. It ends only when canceled by the merchant or the subscriber.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">


<!-- Identify your business so that you can collect the payments. -->


<input type="hidden" name="business" value="alice@mystore.com">


<!-- Specify a Subscribe button. -->
```

```
<input type="hidden" name="cmd" value="_xclick-subscriptions">


<!-- Identify the subscription. -->


<input type="hidden" name="item_name" value="Alice's Weekly Digest">


<input type="hidden" name="item_number" value="DIG Weekly">


<!-- Set the terms of the 1st trial period. -->


<input type="hidden" name="currency_code" value="USD">


<input type="hidden" name="a1" value="0">


<input type="hidden" name="p1" value="7">


<input type="hidden" name="t1" value="D">


<!-- Set the terms of the 2nd trial period. -->


<input type="hidden" name="a2" value="5.00">


<input type="hidden" name="p2" value="3">


<input type="hidden" name="t2" value="W">


<!-- Set the terms of the regular subscription. -->


<input type="hidden" name="a3" value="49.99">


<input type="hidden" name="p3" value="1">


<input type="hidden" name="t3" value="Y">


<input type="hidden" name="src" value="1">


<!-- Display the payment button. -->


<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>
```

For more information, see Offering Trial Periods and Introductory Rates With Subscribe Buttons.

Sample HTML Code for a Subscribe Button With Limits on Billing Cycles

The sample HTML code below illustrates a Subscribe button that establishes an installment plan with this features:

- An initial payment of $129.95 USD
- 5 additional monthly payments of $69.95 USD

The subscriber pays a total of $497.70 USD over the 6-month course of the installment payment plan.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

```
 <!-- Identify your business so that you can collect the payments. -->
```

```
 <input type="hidden" name="business" value="alice@mystore.com">
```

```
 <!-- Specify a Subscribe button. -->
```

```
 <input type="hidden" name="cmd" value="_xclick-subscriptions">
```

```
 <!-- Identify the subscription. -->
```

```
 <input type="hidden" name="item_name" value="Alice's Weekly Digest">
```

```
 <input type="hidden" name="item_number" value="DIG Weekly">
```

```
 <!-- Set the initial payment. -->
```

```
 <input type="hidden" name="currency_code" value="USD">
```

```
 <input type="hidden" name="a1" value="129.95">
```

```
 <input type="hidden" name="p1" value="1">
```

```
 <input type="hidden" name="t1" value="M">
```

```
<!-- Set the terms of the recurring payments. -->

<input type="hidden" name="a3" value="69.95">

<input type="hidden" name="p3" value="1">

<input type="hidden" name="t3" value="M">

<!-- Limit the number of billing cycles. -->

<input type="hidden" name="src" value="1">

<input type="hidden" name="srt" value="5">

<!-- Display the payment button. -->

<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>
```

For more information, see [Limiting the Number of Billing Cycles With Subscribe Buttons](#).

Sample HTML Code for Subscribe Buttons With Product Options

When you add production options to your Subscribe buttons with HTML code that you write yourself, you can have a maximum of 10 product options, each with their own sets of choices. The options can be either dropdown menus or text boxes.

Read the following topics for sample code that illustrates various ways to add product options to Subscribe buttons.

- [Sample Code for a Subscribe Button With Product Options](#)
- [Sample Code for a Subscribe Button With Product Options as Text Boxes](#)

For more information, see [Offering Product Options With Subscribe Buttons](#).

Sample Code for a Subscribe Button With Product Options

The sample HTML code below illustrates a basic Subscribe button with a dropdown menu of product options.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

```
<!-- Identify your business so that you can collect the payments. -->

<input type="hidden" name="business" value="alice@mystore.com">



<!-- Specify a Buy Now button. -->

<input type="hidden" name="cmd" value="_xclick-subscriptions">



<!-- Specify details about the item that buyers will purchase. -->

<input type="hidden" name="item_name" value="Hot Sauce-12 oz. Bottle">

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

<input type="hidden" name="currency_code" value="USD">



<!-- Provide a dropdown menu option field. -->

<input type="hidden" name="on0" value="Format">Format <br />



<select name="os0">



<option value="Select a format">-- Select a format --</option>



<option value="plaintext">Plain text</option>



<option value="HTML">HTML</option>



</select> <br />
```
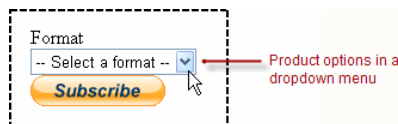
```
<!-- Display the payment button. -->
```

```
<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>
```

The sample code above produces the following result on your webpage:

Paste the code onto your webpage below an image or a text description of the item.

Sample Code for a Subscribe Button With Product Options as Text Boxes

The sample code below illustrates a basic Subscribe button with a text box for entering product options.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

```
<!-- Identify your business so that you can collect the payments. -->
```

```
<input type="hidden" name="business" value="alice@mystore.com">
```

```
<!-- Specify a Buy Now button. -->
```

```
<input type="hidden" name="cmd" value="_xclick-subscriptions">
```

```
<!-- Specify details about the item that buyers will purchase. -->
```

```
<input type="hidden" name="item_name" value="Hot Sauce-12 oz. Bottle">
```

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

```
<input type="hidden" name="currency_code" value="USD">
```

```
<!-- Provide the buyer with a text box option field. -->

<input type="hidden" name="on0"

value="Size">Enter your size (S, M, L, X, XX) <br />

<input type="text" name="os0" maxlength="60"> <br />

<!-- Display the payment button. -->

<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>
```
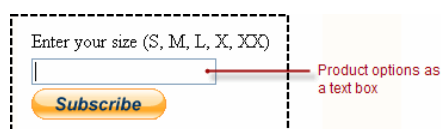
The sample code above produces the following result on your webpage:

Enter your size (S, M, L, X, XX)

[   ] Product options as
          a text box
Subscribe

Paste the code onto your webpage below an image or a text description of the item.

Sample HTML Code for a Modify Subscription Button

The sample HTML code in this topic illustrates a Modify Subscription button, which lets subscribers convert their current subscriptions to a new set of terms. Modify Subscription buttons are useful for letting subscribers upgrade from one subscription level to another. The subscription number remains the same as before; only the terms of the subscription change.

The sample code illustrates a Modify Subscription button with these features:

- A subscription price of $69.95 USD

- A 6-month billing cycle

- No limit on the number of billing cycles

- Subscribers can modify their current subscriptions to the above terms only; they cannot sign up for additional, new subscriptions while keeping their current

subscriptions.

The subscription ends only when canceled by the merchant or the subscriber.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

```
<!-- Identify your business so that you can collect the payments. -->
```

```
<input type="hidden" name="business" value="alice@mystore.com">
```

```
<!-- Specify a Subscribe button. -->
```

```
<input type="hidden" name="cmd" value="_xclick-subscriptions">
```

```
<!-- Identify the subscription. -->
```

```
<input type="hidden" name="item_name" value="Alice's Weekly Digest">
```

```
<input type="hidden" name="item_number" value="DIG Weekly">
```

```
<!-- Set the revised subscription price and terms. -->
```

```
<input type="hidden" name="currency_code" value="USD">
```

```
<input type="hidden" name="a3" value="69.95">
```

```
<input type="hidden" name="p3" value="6">
```

```
<input type="hidden" name="t3" value="M">
```

```
<!-- Let current subscribers modify only. -->
```

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

```
<!-- Display the payment button. -->
```

```
<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>
```

For more information, see [Working With Modify Subscription Buttons](#)

Sample HTML Code for an Unsubscribe Button

Instead of an HTML form like other payment buttons, Unsubscribe buttons are image links to the subscription cancellation function on the PayPal website. The URL for the image link is specified with the HREF attribute, and it includes these URL-encoded parameters

- cmd – identifies the action as a request to cancel the active subscription of the PayPal account holder who clicked the button.

- alias – identifies the email address on file with the subscription service provider's PayPal account through which the subscriber originally signed up, or identifies the provider's PayPal account by secure merchant account ID.

  In the example below, the email address alice@mystore.com is URL encoded by substituting " @ " with " %40 " and " . " with " %2e ".

The sample code below illustrates a Cancel Subscription button that lets subscribers cancel their current, active subscriptions.

```
<A HREF="https://www.paypal.com/cgi-bin/webscr?cmd=_subscr-find&alias=alice%40mystore%2ecom" _fcksavedurl="https://www.paypal.com/cgi-bin/webs

 <IMG BORDER="0"



 SRC="https://www.paypal.com/en_US/i/btn/btn_unsubscribe_LG.gif"></A>
```

The sample code above produces the following result:

Paste the code onto you webpage near text that explains how subscription cancellations work.

For more information, see [Working With Unsubscribe Buttons](#)

Sample HTML Code for a Subscribe Button With Password Management

The sample HTML code below illustrates a Subscribe button that has PayPal generate usernames and passwords automatically.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">




<!-- Identify your business so that you can collect the payments. -->



<input type="hidden" name="business" value="alice@mystore.com">




<!-- Specify a Subscribe button. -->



<input type="hidden" name="cmd" value="_xclick-subscriptions">




<!-- Identify the subscription. -->



<input type="hidden" name="item_name" value="Alice's Weekly Digest">



<input type="hidden" name="item_number" value="DIG Weekly">
```

```
<!-- Set the terms of the regular subscription. -->

<input type="hidden" name="currency_code" value="USD">

<input type="hidden" name="a3" value="19.95">

<input type="hidden" name="p3" value="1">

<input type="hidden" name="t3" value="M">

<!-- Have PayPal generate usernames and passwords. -->

<input type="hidden" name="usr_manage" value="1">

<!-- Display the payment button. -->

<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>
```

For more information, see Generating Usernames and Passwords With Subscribe Buttons.

Sample HTML Code for a Subscribe Button That Reattempts Payments

The sample HTML code below illustrates a Subscribe button that has PayPal reattempt failed recurring payments before canceling subscriptions.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">

<input type="hidden" name="business" value="alice@mystore.com">

<!-- Specify a Subscribe button. -->

<input type="hidden" name="cmd" value="_xclick-subscriptions">

<!-- Identify the subscription. -->
```

```
<input type="hidden" name="item_name" value="Alice's Weekly Digest">



<input type="hidden" name="item_number" value="DIG Weekly">



<!-- Set the terms of the regular subscription. -->



<input type="hidden" name="currency_code" value="USD">



<input type="hidden" name="a3" value="19.95">



<input type="hidden" name="p3" value="1">



<input type="hidden" name="t3" value="M">



<!-- PayPal reattempts failed recurring payments. -->



<input type="hidden" name="sra" value="1">



<!-- Display the payment button. -->



<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>
```

For more information, see [Reattempting Failed Recurring Payments With Subscribe Buttons](#).

Sample URL Code for Subscribe Email Payment Links

The sample URL code below illustrates a basic Subscribe email payment link with these features:

- No trial periods

- A subscription price of $5.00 USD

- A 1-month billing cycle

- No limit on the number of billing cycles

The subscription ends only when canceled by the merchant or the subscriber.

`https://www.paypal.com/cgi-bin/webscr?`**`cmd=_xclick-subscriptions`**`&business=alice@mystore.com&item_name=Alice%27s%20Weekly%20Digest&`**`a3=5.00`**`&`**`p3=1`**`&`

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