# Guest Checkout for Advertisers
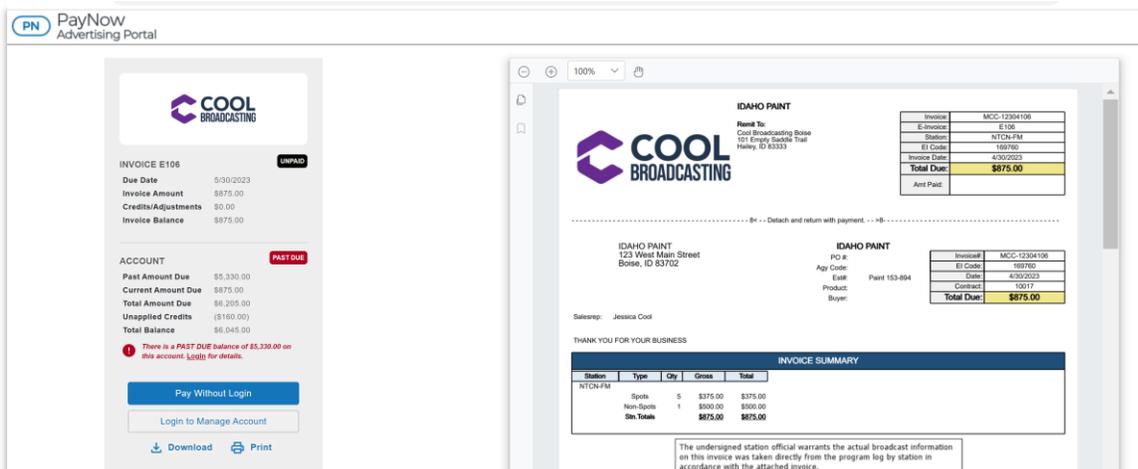
How to Make a Payment Through Guest Checkout

The "**Pay Without Login**" feature, like a guest checkout option, allows you to pay directly from the eInvoice email notification without having to log in to the PayNow Advertising Portal. You are also given the opportunity to pay outstanding past-due balances.

You will receive an eInvoice email notification. Click the "**Review and Pay Invoice**" button.
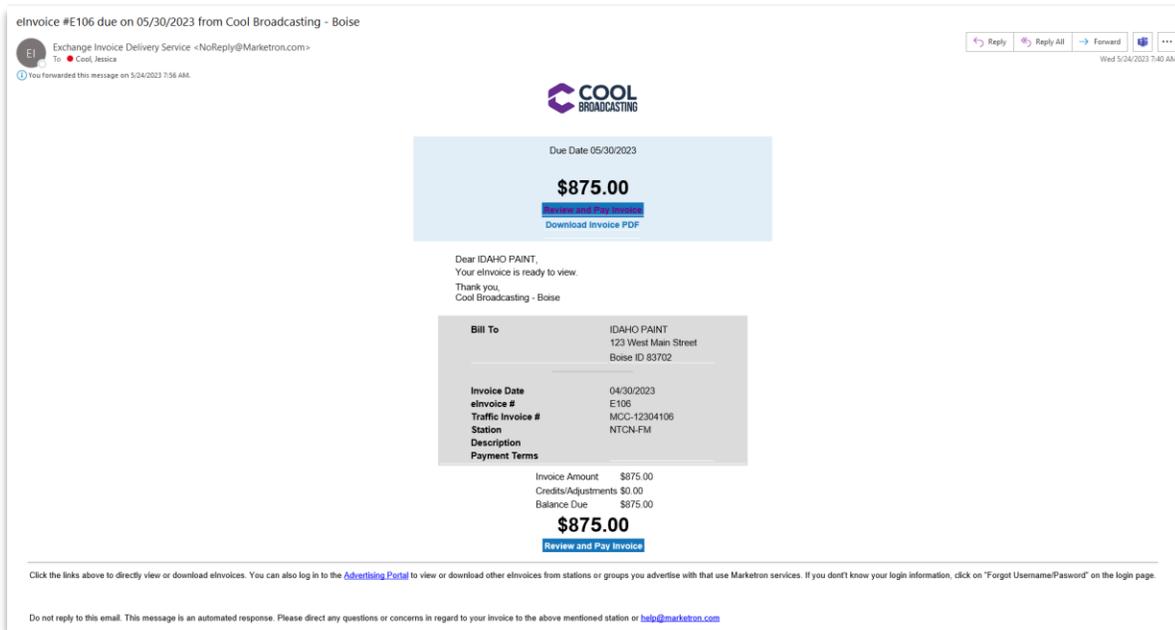
After reviewing the invoice details, click the "**Pay Without Login**" button.

Note: If you want to pay individual invoices from a previous billing period or an amount different from the payment amount selections through guest checkout, you will need to click the "Login to Manage Account" button and pay from there.

Under **Payment Amount**, select one of the following options:

- **Total amount due on your account:** Pay off current and past-due invoices.
- **Amount past due on your account only:** Pay off only past-due balances.
- **Amount due on the current invoice only:** Pay only the current invoice amount.

Payment Amount

○ $6,280.00
   Total amount due on your account.   ⓘ

○ $5,330.00
   Amount past due on your account only   ⓘ

◉ $875.00
   Amount due on the current invoice only

Under **Payment Method**, choose whether you are going to pay with a credit card or bank account/ACH by selecting the appropriate tab. Then, fill in the credit card or bank account/ACH information, and click "**Continue**."

Payment Method

▭ Credit Card   🏛 Bank/ACH

First Name *
Will

Last Name *
Clark

Credit Card Number *
4111 1111 1111 1111   AMEX DISCOVER GSA MasterCard VISA

Expiration Date *
03 / 2025

Security Code *
123   ▭

Postal/Zip Code *
83333

Continue

Cancel

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This brings you to the payment review screen, where you can verify the information before authorizing the payment.

You can leave the default email address or enter the email address of a different recipient. A payment confirmation will be sent to the email address entered in the field. There can only be one recipient of the payment confirmation.

Click "**Authorize Payment**" once complete, and you will then receive a confirmation screen if the payment has been submitted successfully.

Detailed Information About Guest Checkout

eInvoice Email Notification

Below is an example of the eInvoice email notification from stations using the PayNow Merchant Processor.
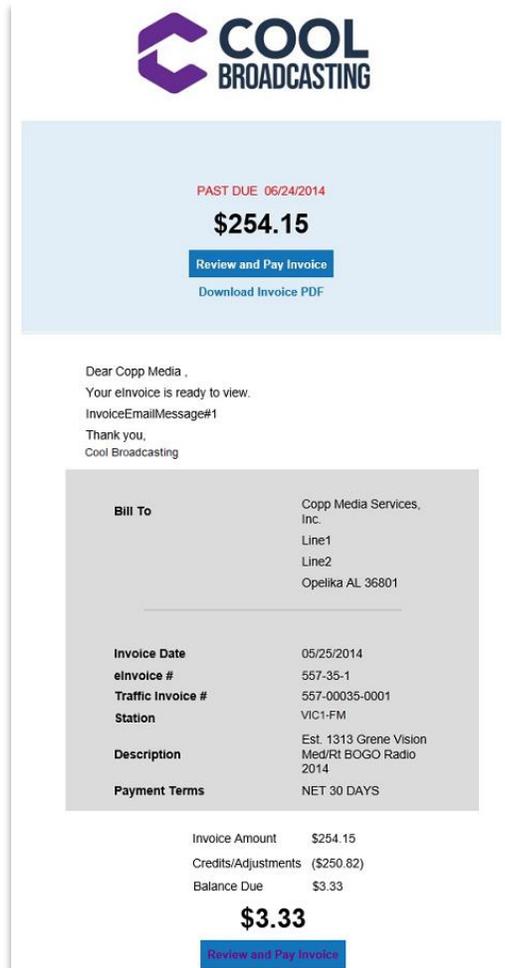
- **Email subject line:** The subject line of the email (not shown) shows the eInvoice number, due date and broadcast company name.
- **Due date:** A due date is displayed on the eInvoice email notification. It is calculated by adding 30 days to the invoice date.
- **Invoice amount:** The email notification shows the original invoice amount.

Invoice details:

- **Bill to:** Advertiser/agency name and billing address
- **Invoice Date:** Date the invoice was created
- **eInvoice #:** Truncated version of the invoice number
- **Traffic Invoice #:** Full invoice number
- **Station(s):** Will reflect one or more stations on the eInvoice

- **Description:** Will be present in the email when available
- **Payment Terms:** Will display if payment terms have neem entered by the station
- **Review and Pay Invoice:** Two buttons are present in the email to proceed to payment processing.
- **View Invoice:** Launches invoice PDF
- **Download Invoice:** Downloads the invoice PDF

When you click the "**Review and Pay Invoice**" button, another page will launch that displays the invoice PDF, more invoice information and payment options.

- **Invoice:** Displays details about the current eInvoice
    - **eInvoice number**
    - **Payment status icon:** Reflects if the delivered invoice is paid, unpaid, partially paid or trade
    - **Due date:** A due date is displayed on the eInvoice email notification. It is calculated by adding 30 days to the invoice date.
    - **Summary information:**
        - Invoice amount
        - Past due amounts
        - Credit/adjustments applied to the invoice
        - Invoice balance
- **Account:** This section will show if there are any outstanding invoices that have not been paid.
    - **Past amount due:** Displays the amount of any outstanding invoices that have not been paid
    - **Payment status icon:** Reflects if the delivered invoice is paid, unpaid or partially paid
    - **Current amount due:** Shows amount of the invoice delivered
    - **Total amount due:** Totals of past-due and current invoice to be paid
    - **Unapplied credits:** Shows any credits that have not been applied
    - **Total balance:** The balance on the invoice shows the original invoice amount, any credits/adjustments applied to the invoice and the remaining balance.

- **Pay Without Login:** Gives you the option to process a payment through the PayNow Merchant Processor without logging in to the Advertising Portal
- **Log in to My Account:** When selected, this option takes you to the Advertising Portal login page/PayNow/current invoice to be paid.
- **Download:** Downloads current eInvoice PDF
- **Print:** Prints the current eInvoice PDF

Payment Options

When you click the "**Pay Without Login**" button, another page will launch with the payment options.

You have several options when processing a payment:

- **Total amount due on your account:** Pay off current and past-due invoices.
- **Amount past due on your account only:** Pay off only past-due balances.
- **Amount due on the current invoice only:** Pay only the current invoice amount.

Note: If the eInvoice is "Trade," there will not be an option to pay. You can only review, print or download the eInvoice.

- Payment methods:
    - **Credit Card:** You can process payments using cards accepted by the broadcast company, which are displayed. You key in the card information.

        Note: Saved cards and bank information (tokenization) are available only if you are logged in to the PayNow Advertising Portal.

    - **Bank/ACH:** You can process ACH using your bank information.

After you key in the required information, click the "**Continue**" button. A page will launch so you can review the payment before authorizing completion of the payment.

Please Review Your Payment

Payment Method	Visa...1111
Payment Date	5/12/2023
Payment Amount	$232,424.98
Fee Amount	$8.00
Total Payment	$232,432.98

Provide an email address for the payment confirmation:

Email
wjohnson@marketron.com

Payments made before 11:59pm MT will be credited today.

By clicking "Authorize Payment", you agree to the PayNow terms and conditions and authorize PayNow to initiate an electronic payment in the amount specified above using the payment method specified above. You also authorize your financial institution to honor this payment.

Authorize Payment

< Back to Payment Details

The page will display:

- Payment method
- Payment date
- Payment amount
- Fee amount (if applicable)
- Total payment
- Email address will default to the person who received the eInvoice notification email, but you can change the email address. A payment confirmation will be delivered to that email address. A payment confirmation will also be sent to the broadcast company.
- The "**Authorize Payment**" button will submit the payment.
- "**Back to Payment Details**" will take you back to the payment screen. Payment status icons will be updated appropriately when the invoice or past-due amounts are paid off.

You will observe an on-screen confirmation when the payment is complete.

Note: If you prefer to pay a partial amount, you must log in to the PayNow Advertising Portal and make the partial payment in PayNow.

If you have any questions or need additional assistance, please contact Marketron Support at help@marketron.com.