



## GUIDELINES:



Display clear and appropriate signage at all entry points to locations where the dual pricing program is available



Use easy-to-understand signage with at least 12-point font size that uses "Dual Pricing" language instead of "surcharge"



Clearly disclose changes in price to customers after the dual pricing offer is applied while showing the full price of the item



Inform your acquirer of any dual pricing program at any of your locations



Verify program compliance with Visa's updated rules and regulations

# KEEP YOUR BUSINESS **COMPLIANT** WITH THE AFS DUAL PRICING PROGRAM

Visa allows discounts for cash or check payments, but it is highly recommended that specific guidelines are adhered to.

**NON-COMPLIANCE CAN LEAD TO SIGNIFICANT FINES,  
REVENUE LOSS, AND NEGATIVE IMPACT ON YOUR BUSINESS'  
REPUTATION.**

## To Learn More Visit:

[sales.go-afs.com/dual-pricing-guidelines](https://sales.go-afs.com/dual-pricing-guidelines)