

# HP Instant Ink \$5 Prepaid Card eTail Messaging

Search Terms, Product Title, Feature Bullets, and Description – v1



Note that character limits below are based off of Best Buy standards and guidelines.

BRAND	HP	2 of 50 characters with spaces
MODEL NUMBER	6ZD06AN	7 of 50 characters with spaces
PRODUCT NAME	Instant Ink \$5 Prepaid Card	27 of 120 characters with spaces
DESCRIPTION (keywords in orange)	<p><b>HP Instant Ink</b> is a subscription service that includes ink or toner with hassle-free delivery and recycling. With an Instant Ink plan, you pay for pages you print, not the amount of ink you use—a printed page costs the same whether it's black and white, a color document or a photo. Plans start at \$0.99/month (15 pages) for ink and \$1.99/month (50 pages) for toner, and go up to \$24.99/month (700 pages) for ink and \$25.99/month (1500 pages) for toner.</p>	453 of 4,500 characters with spaces
FEATURE BULLETS	<p><b>Never run out and save up to 50% on Original HP Ink<sup>1,2</sup></b> with HP's hassle-free, money-saving ink subscription service</p>	Topic: save on ink or toner 115 of 300 characters with spaces
	<p><b>\$5 prepaid card</b> Your prepaid \$5 is credited to your Instant Ink account once you have successfully enrolled in the subscription plan of your choice. Cartridges arrive within 14 days of using the card and setting up your account.</p>	Topic: \$5 prepaid card 228 of 300 characters with spaces
	<p><b>Print a little or a lot</b> Plans start at \$0.99/month and include recycling.<sup>3</sup> Pick a plan based on how often you print, not how much ink you use.</p>	Topic: plan variety 142 of 300 characters with spaces
	<p><b>Automatic delivery<sup>4</sup></b> You will receive ink or toner when your printer runs low, not necessarily every month</p>	Topic: automatic delivery 105 of 300 characters with spaces
	<p><b>Plan flexibility</b> Print more or less? Unused pages roll over<sup>5</sup> and extra pages cost pennies. Plus, you can change or cancel your plan at any time.<sup>6</sup></p>	Topic: plan flexibility 145 of 300 characters with spaces
	<p><b>Eligible cartridges</b> HP Instant Ink works with Original HP 62, 63, 64, 65, 67, 902, 910, 952, 962 Ink and Original HP 134 Toner</p>	Topic: eligible cartridges 126 of 300 characters with spaces
	<p><sup>1</sup>Based on plan usage, Internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.  <sup>2</sup>Based on monthly subscription cost of HP Instant Ink 700-page plans without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 color inkjet cartridge printers &amp; MFPs using original standard capacity cartridges priced for: Canada &lt;=399 CAD &amp; United States &lt;399 USD. Sale prices not considered for this study. HP Ink Advantage printers excluded due to non-standard hardware &amp; supplies model. Buyers Lab July 2020 study commissioned by HP, based on publicly available information as of June 1, 2020. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q1. For details: <a href="http://www.keypointintelligence.com/HPInstantInk">www.keypointintelligence.com/HPInstantInk</a>.  <sup>3</sup>Where the Planet Partners program is available. For details: <a href="http://hp.com/hprecycle">hp.com/hprecycle</a>.  <sup>4</sup>Printers require direct connection to the Internet for program participation. Internet access sold separately.  <sup>5</sup>Rollover allows unused pages in a month to be placed in a rollover account and then applied to pages in excess of your monthly allowance. The rollover account balance is limited to a maximum of two times your monthly service plan pages on Toner plans and three times your monthly service plan pages on Ink plans (Toner example: you can roll over up to 100 pages if you are on the 50-page plan. Ink example: you can roll over up to 150 pages if you are enrolled in a 50-page plan.).  <sup>6</sup>Change or cancel your plan at any time online. If you decide to cancel your HP Instant Ink plan you can go back to using HP original Standard or XL cartridges. Plan upgrades are effective immediately and the charges will be applied retrospectively or in the next billing cycle, depending on user choice. Plan downgrades and cancellations are effective after the last day of the current billing period. For full details go to <a href="http://instantink.hpconnected.com/terms">instantink.hpconnected.com/terms</a>.</p>	
BOX CONTENTS	HP Instant Ink \$5 Prepaid Card	30 of 150 characters with spaces

<b>SHORT DESCRIPTION</b> <i>(keywords in orange)</i>	<p>HP Instant Ink is a printing <b>subscription</b> service that includes <b>ink and toner delivery</b>. This <b>Instant Ink prepaid card</b> is credited to your <b>Instant Ink</b> account once you enroll in the plan of your choice.</p> <p>201 of 350 characters with spaces</p>
<b>META KEYWORDS</b>	<p>HP  Instant Ink  Ink delivery  Toner delivery  Ink and toner delivery  Ink subscription  Ink delivery service  Instant Ink prepaid card  Ink cartridges  Toner cartridges</p> <p>160 of 250 characters with spaces</p>
<b>META DESCRIPTION</b> <i>(keywords in orange)</i>	<p>Save on <b>ink and toner cartridges</b> with <b>HP Instant Ink</b>. Get supplies <b>delivered</b> with an <b>ink subscription</b>.</p> <p>102 of 250 characters with spaces</p>

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