

Advertiser White Paper

Table of Contents

Introduction	3
The Affiliate Marketing Principle	4
Simple Program Management	5
Navigation	5
Filter	6
Start Page	7
Publisher Center	8
Publisher List	8
Publisher Waiting List	9
Publisher Mailing Wizard	10
Security Features	11
Rates	12
Sliding Scales	13
Statistics	14
Overview	14
Tips for Efficient Use	15
Orders	17
Exporting and Importing	17
Order History	18
Creative	19
Overview	19
Administration	20
Add Creatives	21
Promotions	22
Rotations	23
Ad formats	24
Account	27
Definition Icons	29
Help	32
Annex	33
Technical Info: Tracking, Creatives, Product List; Checklist Affiliate Program	

**Congratulations, you've made a
great decision!**

If you have decided to add affiliate marketing to drive up your online marketing results...

you have decided in favor of success ...

... as you chose to join forces with affilinet, the leading network in service and quality in the European market. This approach gives you, the operator of a partner program, the opportunity to multiply your sales through performance-based online marketing.

The name affilinet has been the synonym for quality, user-friendliness and innovation in affiliate marketing for 10 years. With innovative ideas, specifically selected publishers and practical tools we successfully and continuously optimize our clients' results, and this capability has made us one of the most popular networks operating offices throughout Europe.

We have put together this brief information package to introduce all of the benefits and programs affilinet offers with the objective of making your business even more successful. Be prepared for a wealth of exciting information!

The Affiliate Marketing Principle

When you get ready to launch a partner program, your objective is to increase your online marketing results via a large number of website operators online. These operators are referred to as publishers. For the activities of users these publishers attract to your website and that buy from you or perform any other defined activity (e.g. catalogue requests, account registrations, etc.), the publishers are paid a performance-based commission.

You provide your publishers with advertising materials for the promotion of your products (banners, text links, HTML elements, product data, etc). The publishers integrate these materials into their own websites.



You can choose from a number of different remuneration options, which you can offer to your publishers:

PPC (Pay per Click)

Fixed commission amount per user advertising resource click (e.g. € 0.05)

PPL (Pay per Lead)

Fixed commission amount for a specific action the user takes, for instance registration of an account, request of a catalog, completion of a questionnaire (e.g. € 5)

PPS (Pay per Sale)

Percentage based commission per sale/order placed by the user, for instance if a purchase is made from an online merchant, based on the total shopping cart revenue; or based on the contract value for a subscription to a mobile phone service.

Combination Programs and Lifetime Commission

Combinations of the above-mentioned arrangements, e.g. lead and sale or remuneration across the entire lifetime of an account are also possible.

Program management made simple!

Simple Program Management

One of our key objectives is to give you a wealth of data that puts you in a position to measure the success of your programs and to optimize ongoing programs on the solid basis of results.

Obviously, it is at least equally important to us to provide you with functions that make this comprehensive data material manageable for you and to prepare it in an easy-to-comprehend manner. This is true for all areas and functions of our platform. In this chapter, we are introducing our navigation, our filter functions and our transparent start page to give you an insight into the system:

1) Navigation

The structure of our website is user-friendly: maximum overview and easy operation have absolute priority. Here you will learn how to navigate our platform and find information quickly:

Start Page: All key data is provided in a clearly structured overview on the Start Page.

Publisher Center: The Publisher Center provides all information relating to your publishers. Use the filter functions to narrow your searches.

In the **Publisher List** you will find a list of your existing and canceled partnerships as well as the development and status of your publishers.

The **Publisher Waiting List** displays all applications from potential publishers who are interested in your program.

Statistics: Our statistics are also clearly structured. They are divided into daily statistics, publisher and advertising material statistics.

Orders: The Orders section gives you an overview of your transactions. Here, you can see your results at a glance, as all your orders are listed, awaiting approval by you. Simply confirm or reject the orders.

Advertising Materials: Use the Advertising Materials Administration to organize and update your banners and links.

Account: Enter all of your personal settings in the Account section. Your current account status and disbursement status is displayed under "My Account".

Help: The Help tool is available for advice and support at all times, whenever questions or problems should arise.

2) Filters

Filters are very helpful tools for efficient data analysis. They allow you to view and analyze all relevant information. affilinet offers filter functions for a wide variety of website areas, which put you in a position to consolidate the specific information you need right. Each filter targets the respective area individually; however, to operate it, you generally use the same procedure.

Define the timeframe: This allows you to select based on month, quarter, week, or day.

Specify your request: You have the option to specify your request by making your selection based on specific criteria. Special publisher filters allow you to narrow your search down to individual publishers.

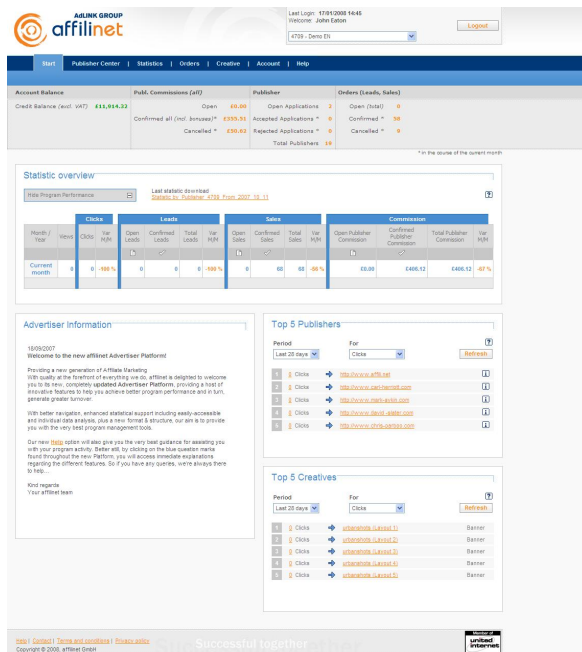
You can also define a specific publisher volume based on various activities, such as views, Clicks or Sales.

Define display options: If you are requesting the generation of a table, you can define its structure via display options. To do this, first click on "Display Options" which will open a list of selection criteria. Now, you can select the status of the orders you are inquiring about. Or use the option to have the system display all or just certain rates.

3) Start Page

All important information at a glance

To get to the Start page for advertisers, you have to log into the affilinet website with your ID and password.



The screenshot shows the Affilinet Start Page dashboard. At the top, there is a navigation bar with tabs for 'Start', 'Publisher Center', 'Statistics', 'Orders', 'Creative', 'Account', and 'Help'. Below this, there is a summary section for 'Account Balance' and 'Publ. Commissions (all)'. The 'Account Balance' section shows a credit balance of €11,814.33. The 'Publ. Commissions' section shows a total of €9.00, with sub-sections for 'Open Applications', 'Confirmed Applications', and 'Cancelled Applications'. Below this is a 'Statistic overview' section with a table showing 'Clicks', 'Leads', 'Sales', and 'Commissions' for the current month. The 'Advertiser Information' section on the left provides a welcome message and details about the new Advertiser Platform. The 'Top 5 Publishers' and 'Top 5 Creatives' sections on the right list the top performing publishers and creatives for the selected period.

Overview Program Status

The Start Page of the advertiser area provides the most important information, such as your account status, commissions and orders – all at a single glance.

Overview Program Development

You can view the program development over the past 3 months based on Clicks, Leads, Sales and Commissions with a single mouse click.

Top 5 Publishers, Top 5 Advertising Materials

Your Top 5 publishers and advertising materials can also be displayed on the Start Page. You can pull up the history of your best publishers and advertising materials for a time frame of up to 90 days to track their development.

Warning Notices and Advertiser Info

The Warning Notices tool also helps you to instantly recognize the actions you have to take next to start your program or move it along smoothly.

The Advertiser Info provides you with insights and the latest news.

**Publisher administration:
affilinet
makes it easy and secure!**

Publisher Center

The Publisher Center provides you with all information on current and past partnerships as well as on publishers who have applied to participate in your program and are now waiting for your approval or rejection.

1) Publisher List

The Publishers List is divided into four sections:

- The **Publishers List** section comprises all currently approved Publishers. In this list, you can perform searches using extensive filter functions – e.g. commission and type of commission – which takes you to precisely what you are looking for. You can perform certain activities directly from the Publishers List – such as initiate credit notes to the publisher, review analyses or write notes.

Please note: If one of your publishers has filed a new URL, the term URL appears in orange letters (see screenshot).

A pop-up opens when you click on the info button "i" in the Publishers List (see screenshot). Here, you can enter additional detailed settings for the respective publisher.

▼▲ ID	▼▲ URL of partner	▼▲ Name of partner	▼▲ Earnings*	▼▲ All URLs
236725	www.affili.net	Testpartner (GB), aff...	0.00	URL
403251	www.shivaun-pedrosa.com	Pedrosa, Shivaun	0.00	URL
403252	www.bianca-herriott.com	Herriott, Bianca	0.00	URL
403253	www.chris-duggan.com	Duggan, chris	0.00	URL
403254	www.richard-swift.com	swift, Richard	0.00	URL
403255	www.sajjad-anand.com	Anand, Sajjad	0.00	URL
403256	www.chris-neiger.com	Neiger, Chris	0.00	URL
403257	www.richard-brown.com	Brown, Richard	0.00	URL
403258	www.david-fisher.com	fisher, David	0.00	URL

- Section **Canceled Partnerships** archives all publishers you had relationships with in the past. The detailed search function allows you to search for a specific publisher and provides you with all information concerning the history of the partnership.

- In the **Publisher Development** section, you can access graphics that show how many publishers were added, canceled or rejected per month, on a calendar year basis; graphic "Publishers Total" also shows the evolution of the partnerships.
- Details as to which channels or categories your publishers are allocated to can be found in segment **Publisher Allocation**.

2) Publisher Waiting List

Publishers who are interested in participating in your program will send you applications. You can view and process these applications in the Publisher Waiting List. In addition to various filter functions based on status, categories and channels and a search function, this section also gives you an at-a-glance overview of all applications requiring processing.

Tip: The practical summary editing function allows you to process multiple publishers at a time, for instance for release or allocation of channels.

Allocation of Channels

To keep your publishers manageable and work more efficiently, it is very helpful to allocate them to channels. This puts you in a position to sort your publishers by different criteria or to allocate separate rates to certain channels. This greatly facilitates your publisher management.

Existing publishers: In the Publishers List, click on the "i" icon of the respective publisher to open a pop-up, which allows you to allocate this publisher to a channel.

New publishers: In the Publisher Waiting List, click on the respective publisher and on "Change Commission Rates". A pop-up opens, which allows you to allocate this publisher to a channel.

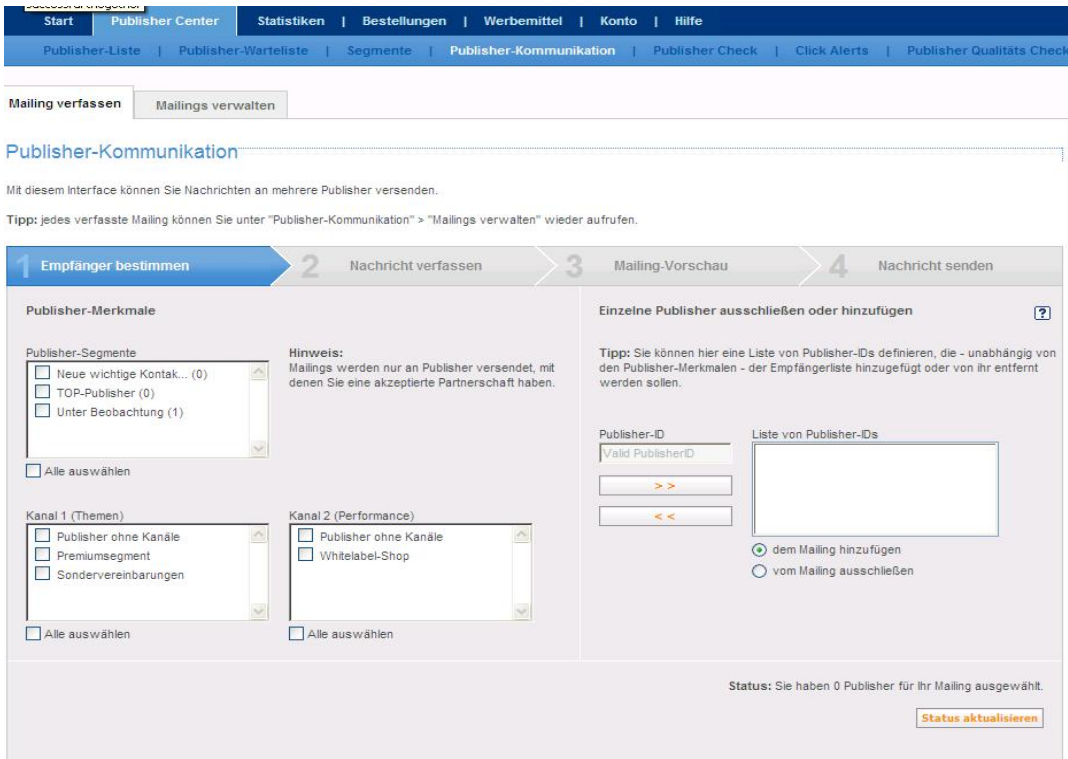
Allocation of segments

On top of channels you can also generate publisher segments. These offer you another option to categorise your publishers in order to, for example, specifically control or promote certain publisher groups. The segments are not visible to your publishers. You can create segments under the menu button „Segments“ within the Publisher Centre. There are several ways to allocate publishers to a segment. In the Publisher list you can allocate single publishers to a segment via the drop down menu on the right and all or several publishers via the mass editing tool at the bottom of the list. Furthermore you have the option to allocate publishers to a segment directly via the statistics by publisher.

3) The Publisher Mailing Wizard

Via the Mailing Wizard you can communicate directly with your publishers by sending an eMail to all or selected publishers. You can do this either via the statistics by publisher or via the menu button „Publisher Communication“ in the Publisher Center.

On top of general information you can also mail links or creatives to your publishers.



You can send both HTML- and text mailings. However, the text version is

compulsory. It can be very easily created by just clicking the icon „create text version“ after the html version has been generated.

Every eMail-list automatically generates a publisher segment which you can observe in the statistics to check effectiveness or success of the mailing. You will find an overview of all sent mailings under the menu button „manage mailings“.

4) Security Features

In publisher control, program advertising and in its ongoing operations, affilinet boasts a wide variety of security features. The security system is being constantly expanded. Since December 2006, for instance, affilinet has not only been checking all publisher entries for quality, but also checks the validity of the e-mail address via activation link (double-opt in). Moreover, robot-controlled applications are prevented effectively thanks to the use of an image code, which can only be read and entered by human users. The verification of banking information in program advertising also prevents malicious acts. In addition, prior to the first payment of a commission, the publisher and the generation of the publisher's revenues are intensively scrutinized by our highly experienced quality assurance team. This is achieved via automated auditing routines and via manual random checks. Advertisers are kept abreast of any newly added publisher URLs on an ongoing basis. Publisher accounts that do not produce recognizable added value or sales for the advertiser are deactivated by affilinet.

Manual Publisher Monitoring

During the manual advance verification of publisher registration information, affilinet first verifies the URL and the integrity of the domain. affilinet also cross-checks the validity of

the user data and the coherence of registration data and website descriptions provided by the publisher. In addition, an automated verification of the postal code and address is performed. We also review the general content of the publisher website to prevent illegal and legally or ethically questionable content.

URL Check

In the Publishers List, the "URL" icon will show you whether the publisher has added a new URL. If the icon appears in orange letters, the publisher has indeed made changes. Clicking on the button will open a pop-up, which will show you the new URL.

IP Check

A click on the IP icon in the Publisher Waiting List will open a pop-up that provides you with information on the referral provider used. As a result, you are always aware of the quality of your traffic.

4) Rates

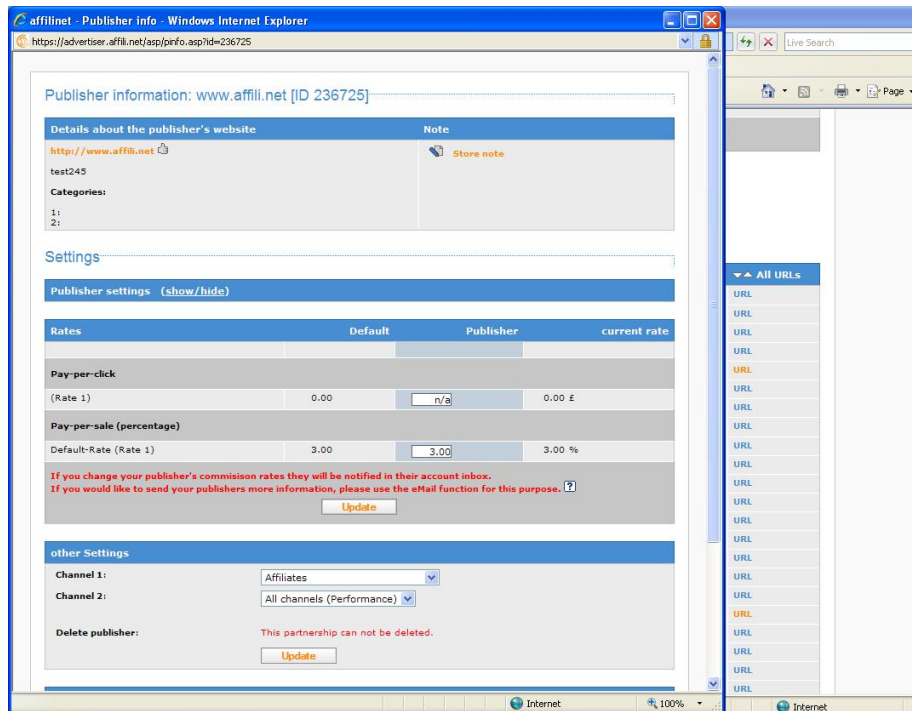
The rates you define stipulate the compensation you will pay your publishers for the generation of clicks, sales and leads.

You have the option to either use the standard rates provided or to create your own individual rate system, which is tailored to your specific needs.

You can define the following rates:

- 1 click rate
- 5 sales rates for the percentage-based remuneration of publishers based on the net sales price
- **NEW:** Instead of the 15 lead rates that were standard in the past, you now have at your disposal an unlimited number of lead rates to allocate fixed commissions to your publishers

Tip: To keep an overview of your publishers and their commission rates, it is especially important that you structure and sort your publishers in an organized manner. To achieve this, we recommend you allocate your publishers to specific channels to which you can, in turn, allocate a specific rate. All publishers who receive terms that are different from the standard rates should preferably be allocated to their dedicated channel so that you will be able to separate them clearly and verifiably in case of rate changes.



Rate Priorities

While in the past, one single rate was assigned to each publisher, you now have 3 different options to allocate rates:

1. The standard or default rate
2. The channel rate
3. The personal publisher rate

Please note: Weighting is always done in ascending order, i.e. if you change the channel rate, the default rate will be overwritten and if you change the personal publisher rate, the channel rate is changed as a result.

5) Sliding Scales

To motivate your publishers to produce higher sales volumes, we recommend you introduce a sliding scale to your program. This will allow you, for instance to offer higher commissions for a certain number of sales. It can apply either retroactively, or simply starting as of a certain milestone. You can also stipulate that you will pay a bonus at a certain sales level.

If you want to set up or change special rates for channels, for advertising resources or a sliding scale, please contact our support team at support-es@affili.net

How does my program perform?

Statistics

1) Overview

affilinet provides you with comprehensive statistics that allow you to verify and optimize the results of your program.

We provide our statistics based on **days, publishers and advertising materials**, which gives you instant access to all relevant data for each specific issue you want to examine.

All statistics offer various filter options (timeframe, publisher, advertising material and channel). You also have the option to display and hide individual columns from your table via "Display Options". The timeframe comparison offers you the opportunity to compare the performance of your program over two different periods of time.

Time range	Filter for channels and creatives	Publisher Filter
<input checked="" type="radio"/> Month / Year Jan 2008 <input type="button" value="↑"/> <input type="button" value="↓"/> <input type="radio"/> Quarter / Week ... <input type="button" value="↑"/> <input type="button" value="↓"/> <input type="radio"/> Time range from: <input type="text"/> till: <input type="text"/>	Choose Channel All channels (Themen) <input type="button" value="v"/> All channels (Performance) <input type="button" value="v"/> Choose Creative All creative types <input type="button" value="v"/> All Creatives <input type="button" value="v"/>	Search Publisher <input type="button" value="?"/> <input checked="" type="radio"/> All Publishers <input type="radio"/> Publisher ID <input type="text"/>
<input type="checkbox"/> Change Reporting Logic <input checked="" type="radio"/> Registration date <input type="radio"/> Validation date		
<input type="checkbox"/> Display Options: Please click here to make individual changes to the display of your statistics. <input type="button" value="?"/>		
<input type="checkbox"/> Period Comparison: Click here to compare the performance of your program between two matching periods (e.g. Q2 2007 with Q1 2007). <input type="button" value="?"/>		
<input type="button" value="Show statistics"/>	<input type="button" value="Reset"/>	<input type="button" value="Download the Report"/> <input type="button" value="?"/>

2) Tips for efficient use

There are various options that make it easier to work with our statistics. They aim at including only the data relevant to you in the statistic and at emphasizing certain areas in these statistics.

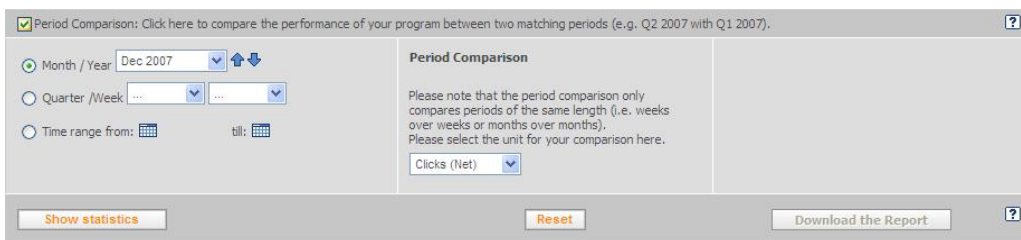
Timeframe Comparison

If you want to verify your performance by carrying out a periodic timeframe comparison between the current month and the previous month, use the standard timeframe setting, which always shows the current month. Simply go to timeframe comparison and activate it. The previous month is automatically entered for your convenience.

Saving Timeframe Comparison

Now click "create/edit" and save this setting. Once again, give the filter a name, such as "Comparison Previous Month". If you now deactivate the timeframe save by clicking it, the current month will always be displayed automatically.

Your filter settings are saved in the pull-down menu and can be conveniently called up at a click whenever you need them.



Filters

When using publisher-based statistics, we recommend you also use tools such as the Publisher Filter, which allows you to narrow down the number of publishers via setting "Publisher Volume".

In advertising resource-based statistics you may want to use the segment filter, which allows you to check the performance of certain advertising material segments you have created (ref. also section "Advertising Resource Administration").

Display Options

Under "Display Options", take advantage of the possibility to restrict the display of advertising materials to, for instance, active advertising resources.

To do this, click check box "Display Options". A field will open as a result, in which you can define the columns of the table you want to see displayed (e.g. rates, order status).

Display Options: Please click here to make individual changes to the display of your statistics. ?

Choose the display of the order status.	Choose the display of the rates
<input checked="" type="checkbox"/> Open	<input checked="" type="checkbox"/> Default-Rate
<input checked="" type="checkbox"/> Confirmed	PayPerLead
<input checked="" type="checkbox"/> Cancelled	<input checked="" type="checkbox"/> Neukunde
<input checked="" type="checkbox"/> Bonus	PayPerSale
	<input type="checkbox"/> Default Sales Rate
	<input checked="" type="checkbox"/> Choose all rates

Summarize and Highlight

In the table as such, you also have the option to consolidate columns and lines via mouse click. You can also color-highlight a column or line via mouse click.

**affilinet stands for:
professional order processing**

Orders

In the order area, you will see the results and actual success of your program, as it lists all sales, catalog requests, new customers, etc. You can confirm or cancel these orders. Each transaction is listed here including the commission due to the publisher along with the respective affilinet fee.

To customize the display so it fits your specific needs, you can sort orders based on the criteria date, publisher ID, or net price, and you can narrow down the ordering timeframe.

1) Exporting and Importing Orders

To process the information with other programs, you also have the option to export the data contained in the order list into an Excel file. To do this, click "Export List". Once the list has been exported, it is ready for editing. To upload the list, please send it to us at support-es@affili.net

Please note: If you should be unable to locate the export tool, you will not be able to export your orders. In this case, please contact our support to arrange the installation of the tool. Once you have been approved for use of our service, you will also have access to the help tool, which explains all of the functions of this section in detail.

Overview: [generated orders](#) ?

Search Order	Time settings
Search for Order ID: <input type="text"/> Publisher ID: <input type="text"/> Order status: <input checked="" type="radio"/> Open <input type="radio"/> Rejected Sort by: <input type="text" value="Date"/> <input type="text" value="ascending"/> Rate: <input type="text" value="All"/> View: <input type="text" value="10"/> Results per page	Defined period From: <input type="text" value="Day"/> <input type="text" value="Month"/> <input type="text" value="Year"/> until: <input type="text" value="Day"/> <input type="text" value="Month"/> <input type="text" value="Year"/>

No new orders
Currently, there are no new orders present for this program.

2) Order History

You can view all already processed orders in the Order History section. Expansive search options warrant here will allow you to be able to find precisely what you are looking for in the order archive. Data from this section can be exported in CSV format.

Orders from 1.1.2007 to 18.1.2008

[Export this selection \(.CSV\)](#)

Search Order		Time settings	
Search term		Defined time period	
Order ID:	<input type="text"/>	From :	1 1 2007
Order status:	<input type="radio"/> Open <input checked="" type="radio"/> Confirmed <input type="radio"/> Cancelled	To :	18 1 2008
Publisher ID:	<input type="text"/>		
Price:	<input type="text"/>		
Creatives:	All All		
Channel:	All channels		
Channel2:	All channels		
Search			

Orders 1 to 10 [Next >](#)

www.david-fisher.com (ID: 403258)		Order date : 08/08/2007 10:34:21 AM click for 1 Hour(s): 08/08/2007 9:43:51 AM checked on : 07/10/2007		
50584_S	Net price	Commission rate	Publisher commission	affilinet fee
Verkauf	11.74 EUR	25.00 %	2.93 EUR	0.88 EUR
Total	11.74 EUR		2.93 EUR	0.88 EUR
www.david-fisher.com (ID: 403258)		Order date : 08/08/2007 10:34:21 AM click for 1 Hour(s): 08/08/2007 9:43:51 AM checked on : 07/10/2007		
50584_NK	Net price	Commission rate	Publisher commission	affilinet fee
Neukunde	-	1.00 £	1.00 £	0.30 £
Total	0.00 £		1.00 £	0.30 £
www.david-fisher.com (ID: 403258)		Order date : 11/08/2007 12:57:51 AM click for 0 Hour(s): 11/08/2007 12:40:08 AM checked on : 10/10/2007		
50646_S	Net price	Commission rate	Publisher commission	affilinet fee
Verkauf	6.01 EUR	25.00 %	1.50 EUR	0.45 EUR
Total	6.01 EUR		1.50 EUR	0.45 EUR

Advertising resources – the Ps and Qs of a successful program!

Creative Management

Organized and clear structuring is key in the management and handling of advertising materials (updating, exchange, etc.). In our system you will be handling such assignments in the "Advertising Resource" section.

Optimized search functions and features, such as mass editing functions, facilitate these processes.

1) Creatives Overview

The Advertising Resource Overview allows you to view and manage all existing advertising materials.

The search filter offers various options for narrowing down and specification, such as categories, segments, advertising material types and sizes. If you do not limit your search, all available advertising materials are displayed, divided into three types: graphic banner, HTML banner and text link. The newest advertising materials are always placed at the beginning of the lists.

Tip: Use the sort function of the individual columns for instant access to information, for instance by sorting based on the frequency of advertising material use.

To edit individual advertising materials, you have the option to change all information via the "Detail" function (e.g. deeplink, title). The detail screen is customized for the respective advertising material type (banner, text link or HTML advertising material). Another tool available is the practical "Copy Function", which allows you to easily reproduce an advertising material to activate it with just a few clicks (e.g. as a result of an URL change).

You can also select multiple advertising materials and simply perform a mass action for an entire block of creative. This applies, for instance, to the modification of a deeplink or to the allocation or deletion of categories.

2) Administration

Categories

Here you can create the categories you use to sort your advertising materials. These categories are displayed to your publisher in your program information. Active categories with active advertising materials are released and visible to your publishers. If you deactivate the "Active" button, these categories are not visible to your publishers.

Entering a category title allows you to create a new category. It is placed on the first level. By selecting superior categories, you can, however, also structure categories and allocate them to sub-categories. The position and hierarchy level of a category can also be modified later at any given time.

Tip: Use multiple category levels to present your advertising materials in a structured manner, such as one category for graphic banners, which has subordinate categories for different sizes of banners.

You can move the position of a category up and down **within** the same level. The categories of allocated advertising materials can also be moved around within the category based on time, alphabetic order or individually. To move one category across several levels, use the detail view in the list below - "Administering Existing Categories".

The list of your existing categories shows a complex tree structure. Clicking the button at the end of each line allows you to make detailed settings. The structure can be changed in the respective pull-down menu "Superior Category".

Tip: By setting or deactivating check box "Without Restrictions" you can permit publication of the category for all or only certain channels or publishers.

Segments

Segments are an internal tool for strategic analysis and are not visible to publishers. By entering a title, you can create a new segment. It is inserted into the first level. Select a superior segment to structure the segments hierarchically. The position and hierarchy level of a segment can be modified at any given time.

Tip: Use segments for individual analyses, for instance by allocating all advertising materials of a promotion to one segment, to directly measure the results of a promotion.

To analyse a segment, go to "Statistics Based on Advertising Resources". Under "Select Advertising Resource" you can click individual segments and review their performance in the statistics view.

The segment administration process is identical with the category administration process.

Deeplinks

Deeplinks are links to your Internet page or certain sub-sites within a website. If you wish to create and add additional deeplinks besides the standard deeplink, you can do so here. These deeplinks can subsequently be used as the click target of your advertising materials. Clicking "Search" will list all existing deeplinks. This search can, however, be narrowed down based on number, title, URL, keywords or topic. Here you can also edit your deeplinks easily.

Deeplink Topics

Topics allow you to bundle deeplinks into manageable groups. The list of existing deeplink topics is sorted alphabetically by titles. Titles and comments can be modified directly and saved or deleted with the button at the end of the list.

3) Add Creatives

Create new advertising materials by selecting an advertising material type and completing the respective fields. A link between the advertising materials can be created in advance via Administration/Deeplinks. Allocate to existing categories and segments to minimize your administrative work and to present the advertising material to the publisher in a structured manner. All settings can be edited at any time.

Graphic banner: For a graphic banner you will have to have a graphics file on your website. Enter the path into field "URL" and click "Check Banner". As a result, file format and size are automatically entered. The preview icon allows you to perform a visual check.

HTML banner: Prepare your code and send it to support-es@affili.net. AdSupport will verify the data and switch the status to red (error) or green (OK). You will subsequently also see the status of the HTML banner in the advertising resource overview.

Text link: Enter the data for heading, contents, and footer (complete at least one field). The check box for dynamic contents ensures that your advertising material will be published in a context-related manner.

Tip: Mass uploads allow the simultaneous upload of multiple new advertising material. This facilitates and speeds up the creation at your end.

4) Promotions

A promotion takes place during a certain period of time and can be used to promote special products or offers, e.g. a Christmas promotion.

With affilinet you can create a new promotion with only 3 steps:

- 1. create promotion**
- 2. allocate promotional creatives**
- 3. replace standard creatives by promotional creatives**

Tip: Always plan the complete process of creating a promotion, including the upload of the promotional creatives and the determination of the creatives that are going to be replaced.

Please note: the promotions are not visible for your publishers.

1. Create a promotion

In order to create a promotion you first need to enter a title as well as a start and end date.

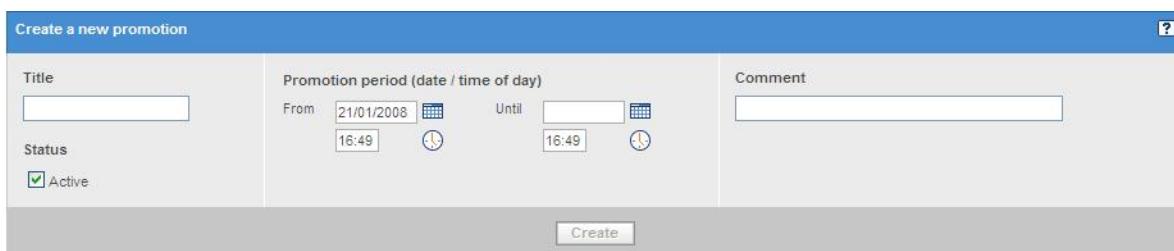
In the promotion overview all promotions are listed and can be directly edited, activated, deactivated or deleted.

Now you allocate special banners to the promotion. Therefore select „add creatives to promotion“ in the pull down menu and you will reach the area „manage promotional creatives“.

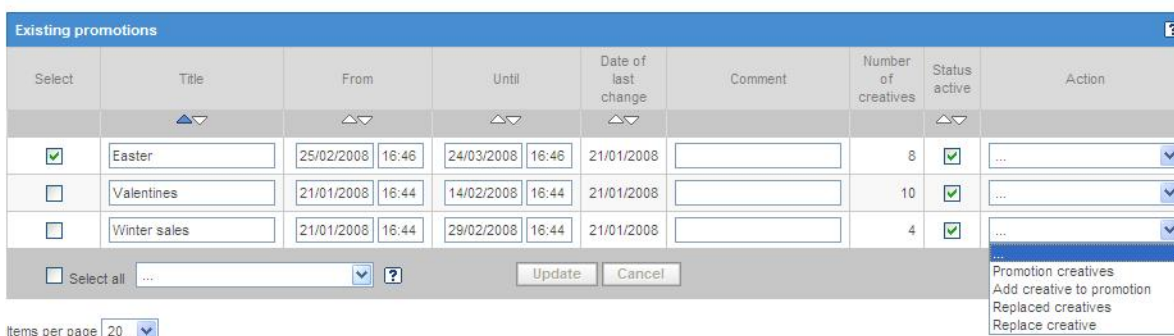
2. Allocate promotional creatives

Select the banner that you would like to allocate to your promotion via the search. The filter helps you to limit and specify the search. Creatives that have already been allocated to the promotion can be found via the filter option “allocated to promotion”.

In the promotion overview you can see, change, define or delete the allocated banners. By marking the checkboxes in the first column you can allocate or delete several creatives at a time.



Your created promotions are listed clearly in the table. The creatives can be assigned and replaced by the drop down in the last column.
 TIP: You can activate or deactivate or delete multiple promotions at once. Therefore just click the checkboxes in the first column and choose the right action in the drop down menu in the last column.



Select	Title	From	Until	Date of last change	Comment	Number of creatives	Status active	Action
<input checked="" type="checkbox"/>	Easter	25/02/2008 16:46	24/03/2008 16:46	21/01/2008		8	<input checked="" type="checkbox"/>	...
<input type="checkbox"/>	Valentines	21/01/2008 16:44	14/02/2008 16:44	21/01/2008		10	<input checked="" type="checkbox"/>	...
<input type="checkbox"/>	Winter sales	21/01/2008 16:44	29/02/2008 16:44	21/01/2008		4	<input checked="" type="checkbox"/>	...

Items per page 20

3. Replace standard creatives by promotional creatives

In the third step you will replace regular creatives by the selected promotional creatives. Therefore select “replace creatives” in the promotion overview and you will reach the area „manage replaced creatives“.

The creatives overview serves the allocation and management of the creatives that have been or are going to be replaced by the special promotional creatives. The filter helps you

to limit your search. In case no filter options are selected, all creatives with the right size that have already been replaced by another banner, will be automatically displayed.

The creatives overview shows the banners that have been replaced by the promotion and here you can edit, define or delete them. By marking the checkboxes in the first column and/or the allocation of a replacement creative you can replace or delete several creatives at the same time.

After termination of the promotion the replaced creatives will automatically be re-implemented so that there's no extra work for you.

5) Rotations

In only 2 steps you can easily create a new rotation. A rotation works like a virtual banner. Several banners are allocated to the rotation and are alternately displayed on the same ad space. For your publishers a rotation works just in the same way as a regular banner.

1. Create a rotation

In order to create a rotation first enter a title and the desired banner size.

The overview table lists all your rotations. Here you can directly edit the settings of every single rotation. The creatives and categories are being allocated to the rotation by the pull down menu at the end of each row.

Please allocate at least one category to the rotation and activate it, otherwise your publishers cannot recognize the rotation.

You can activate or deactivate several rotations at a time by marking the respective checkboxes in the first column and by selecting the requested action in the pull down menu at the bottom of the table.

2. Allocate creatives

In order to allocate creatives to the rotation, select "allocate creatives to rotation" and you reach the area "manage rotational creatives".

You can limit the search via a selection of filter criteria. If you don't select a limitation all creatives that have already been allocated to the rotation will be displayed.

The creatives overview shows all creatives that are allocated to a rotation. In this table you can directly edit, define or delete the allocated creatives.

Tip: Prioritise the banners within the rotation by determining in the overview table how often and in which order the banners will be displayed in the rotation.

Search result of creative query										
Select	Number	Type	Preview	Title	URL	Date of last change	Weight	Position	Active	Assigned to rotation
<input checked="" type="checkbox"/>	31	Banner		Campaign: "survival trip"	Standard	23/10/2007	2	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	32	Banner		Campaign: "survival trip"	Standard	23/10/2007	3	4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	33	Banner		Campaign: "survival trip"	Standard	23/10/2007	1	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	34	Banner		Campaign: "survival trip"	Standard	23/10/2007	1	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Select all [Assign](#) [Remove](#) [Update](#) [Cancel](#)











6) Ad formats

In addition to the different "conventional" advertising resources, affilinet offers a wide range of new and innovative forms of advertising. Contact our AdSupport to learn more about the new forms of promotion.

Below, we have provided a selection of advertising materials available to you:

Dynamic advertising resources: Attractive, topical and easy to use!

Musicload Single Charts

 1 Madonna Hung Up (Radio Version)	 2 Melanie C First Day Of My Life	 3 Mattafix Big City Life	 4 Robbie Williams Advertising Space	 5 Xavier Naidoo Diesel-Weg (Radio Edit)
 6 Sugababes Push The Button	 7 Shakira Don't Bother - Album Version	 8 Bob Sinclar pres. GOLEO VI Love Generation	 9 James Blunt You're Beautiful (Album Version)	 10 Black Eyed Peas My Humps - Single Version

Example: Single Charts by musicload

Dynamic advertising resources comprise one or several products or entries and are updated automatically, i.e. without the advertiser or publisher having to do anything. Thanks to their contents, dynamic advertising resources boast a high conversion rate. Moreover, they give publishers the options to perfectly integrate the advertising resources into their own pages through a variety of layout adaptations. Dynamic advertising resources are created from XML files, provided by the advertiser via web service. Such data may be for text copy, images, links, dates, time, figures (float, integer, currency).

Page Peel

As a new form of advertising, more and more of our publishers place so-called page peels online on their websites. These advertising materials initially appear on the top right hand corner of the website like a small dog-ear. Once the user moves the mouse across it, the page peel stretches across the website in a format of 500x500 pixels.

Video Ad

An increasing number of our publishers now also use video ads. The ad has a format of 320x270 pixels.



For more information on page peels and video ads, please contact our support at support-es@affili.net.

Innovative Forms of Advertising: Link Generators

To give even publishers with limited programming knowledge the option to create advertising materials and to adapt them to their websites, we can offer editing aids in the form of link generators. These link generators are developed in synch with the requirements of your program. This means that the publisher can, for instance, select certain products from your portfolio or that the publisher has the option to limit the program locally or based on price.

The publisher makes an individual selection of, for instance, the advertising type, format and coloring. As a result, a respective HTML code is generated and now simply has to be integrated into the respective location of the publisher's website.

affilinet Product selection Product selection, an editing tool for individual product banners, allows your publishers to conveniently create and configure advertising materials from your portfolios. The key benefit: programming know-how is NOT required. Product selection guides the publisher through the compilation process in 5 easy steps.

affilinet webservice (XML) The webservice is the ideal tool for the programming professionals among your publishers. It allows the dynamic access to data from the affilinet product database containing your product data. Given that the application of the affilinet webservice is reliant upon excellent programming know-how, this service can only be made available to respectively qualified publishers. These publishers receive the required authorization from you and affilinet.

If you have any questions concerning affilinet advertising resources, simply contact our support staff. We will be pleased to assist you.

More convenience thanks to individual account settings

Account

Under "Account", we provide a whole range of settings that permit you to view and edit your most important personal data with just a few clicks.

Your contact data and password are archived in the **Account Data** section. To perform changes in this area, simply edit the fields based on your needs and save them accordingly.

In section **My Account** you handle all of the financial aspects of your program: Here, you can add funds to your account and review your expenses to date; and see a list of all account reloads to date.

Please note: If your account reaches a balance of below EUR 25, - or ZERO, you will be notified automatically. If your account balance is EUR 0.00, publisher clicks are no longer remunerated and no longer forwarded. If you have set up a Pay-per-Sale program, you will no longer be able to pay commissions. Your publishers will be notified that your account has been depleted.

Please note that account reloads will become effective only once the payment has been received by us. We recommend factoring in a bank transit time of five business days.

Under **Program Data**, you will find all information pertaining to your programs. You can perform edits concerning the name and description right here. You also have the option to create the channels for your publishers described under Publisher Center. You can fill up two different types of channels with a large number of individual channels. For instance, you could divide channel type A based on publisher performance (e.g. Top – Medium – Long Tail) and channel B based on publisher business models (e.g. SEO, SEM, e-mail marketing).

Please note: You can also allocate a designated rate to each type channel. For commission rate changes, please contact support-es@affili.net

In the **Download Center**, you will find all of your statistics or order downloads to date; if the file is available for your use, you can open it with a click or download it accordingly.

Download Center ?

In the download centre you will find all the exported files you have requested. When the file is available, you can open it and download it by clicking on it.

Statistic download						
Date	File name	Statistic by	Reporter	Amount of rows	Download status	Delete
11/10/2007 14:39:56	Statistic by_Publisher_4709_From_2007_10_11	Publisher	John Eaton	18	downloadable	x

Creative Download						
Date	File name	Reporter	Amount of rows	Download status	Delete	

Other downloads				
Date	File name	Order state	Size	

Downloads are saved for a maximum of 30 days.

Please note: Downloads are available for a maximum of 30 days.

Product Data Administration

Product data solutions by affilinet enable your publishers to have your product data integrated by affilinet. The benefits: high conversion rates thanks to product or content relevant advertising materials, increased topicality and less advertising material related maintenance work for your publishers. This will boost the volume achievable by your affiliate program.


If your publisher meets the following requirements, the publisher will be able to use your product data on his website:

- The publisher has an active partnership with your affiliate program.
- You have approved the publisher for the utilization of your product data.

Definition ICONs

On our website, we are using some icons to visualize certain circumstances. The most important ones can be found below – along with their respective definitions:



Program Terms

-  Pay per Click
-  Pay per Lead
-  Pay per Sale
-  Combi Commissions



Help

-  Help





Filters

-  Next month
-  Previous month

Top 5-Lists (Publisher/Advertising Resources)

-  Unchanged
-  Moved up

Publisher Center

-  Publisher information, settings
-  Credit note for this publisher
-  Statistics
-  Write note



Banner statistic



Clicks analysis

URL

No URL change

URL

Changed URLs

Instant help – online and
offline – always at your
service!

Help

For a quick introduction to the most important advertiser topics and answers to your questions, use our Help service.

Contact our **Advertiser Help** at:

<http://helpcenter.affili.net/desktopdefault.aspx/tabid-2/>

On the right-hand of each page in your admin area you will usually see a question mark – this is our help icon. A click on it will yield a detailed explanation of the current feature's functions.

Reviewing our **FAQ** may also be helpful; as it already answers a whole range of questions you might have without you having to even contact our support:

<http://faq.affili.net/advertiser/>

If you do not find a satisfactory response to your question here, your best bet is to use the [contact form](#) – always providing your program ID. We will answer your questions as quickly as possible.

In urgent matters please mail to support-es@affili.net

Annex

Technical Information about Tracking

Tracking of an Affiliate-Program with affilinet

Tracking is the basis of affiliate marketing. This document outlines how tracking new customers from the publisher to the advertiser website, using a reliable tracking method, must be used by the advertiser and affilinet.

Tracking at a glance

How the affilinet-tracking works

1. The publisher places a link to the advertiser's website.
2. Visitors to the publisher website/email or other activity, click the link. These clicks are counted and the visitor is referred to the advertiser website. That is where the ID of the placed publisher is recorded and kept until a transaction (lead or sale) takes place. Normally a cookie is used to do so.
3. At the end of a transaction basic data of the transaction is sent to affilinet. The transaction is saved in the affilinet statistics as "earmarked". The advertiser must release the transaction before it is confirmed or the commission can be charged.

The affilinet standard-tracking also gives advertisers the possibility to refund the publisher even if the sale/ lead is not accomplished at the first visit but at any further visit. The time range in which a following visit has to happen can be defined individually.

If the publisher just gets the commission when the customer accomplishes the sale at his first visit the attractiveness of the program lessens because when it comes to purchase decisions many customers are hesitant and rather accomplish the order at a further visit.

Additional Tracking through the advertiser

On demand an advertiser can track the publisher with his own tracking system. That requires a detailed exchange with affilinet support in advance especially if a transmitted parameter of the URL influences the affilinet tracking code.

Connection to an advertiser's backend-system

The affilinet system is highly flexible. The integration into every order- or merchandise information system is quick and easy. The only precondition is the possibility to change the ordersystem's source code.

Six Tracking Methods in Detail

1. Standard tracking with affilinet cookie
2. Hybrid program
3. Programs with variable rates
4. Hybrid program with variable rates
5. Program with Lifetime commission
6. Standard procedure with transmitted parameter and advertiser cookie

1. Standard Tracking with affilinet Cookie

When a link is clicked a cookie is set on the internet user's hard drive. The cookie contains the publisher-ID, possibly a sub-ID and information about the link (link type and identification number). Upon conclusion of a transaction the content of the cookie is read out and the lead or sale is assigned to the particular publisher.

The tracking cookie which is set and read by affilinet is valid 30 days (default value). It is a 3rd party cookie which does not contain any personal data.

Tracking via a cookie is by far the easiest, most reliable and especially fairest method to manage affiliate partnerships.

A simple HTML code just needs to be added to the advertiser website.

According to all present enquiries the proportion of internet users which do not accept cookies is less than one percent.

Referring the user to the Advertiser Website

When the user clicks on a publisher link he gets referred via <http://alacanzando.elexitojuntos.es/click.asp> to the appropriate advertiser's start-URL. At this step the tracking cookie is set.

The advertiser can assign every link to the corresponding target URL using the affilinet interface (so called deep link). The use of product or article numbers is also possible. You can get details on this on request.

Information on transaction to affilinet

In the confirmation or thank-you page of the order system an affilinet-tracking code needs to be integrated. This code has to be generated dynamically per order.

Basis Code for Pay-Per-Lead/Sale Programs

Allowance = Fixed Sum

```
<IMG SRC="http://alacanzando.elexitojuntos.es/registersale.asp?site=XXX&order=TRACKING_NUMBER " WIDTH=1 HEIGHT=1>
```

Allowance = in percent

```
<IMG SRC="http://alacanzando.elexitojuntos.es/registersale.asp?site=XXX&order=TRACKING_NUMBER&price=ORDERVALUE" WIDTH=1 HEIGHT=1>
```

This adds an invisible 1x1 pixel graphic in the confirmation page, at the same time the transaction data is transferred to affilinet. Affilinet reads out the tracking cookie. If a publisher ID is contained all the transaction data is saved in the affilinet system.

Explanation of general parameters

- **site=XXX** : this is the program ID which MUST NOT be changed
- **order=TRACKING_NUMBER**: that is where dynamically an unique order number has to be added. The text 'TRACKING_NUMBER' has to be replaced, e.g. order=pk4327. This number identifies the order of the affilinet reporting. The string must be unique for every order and is used as a connection between affilinet and the order system. With this tracking number the order will be confirmed or released for commission.

Additional parameters for Pay-per-Sale with allowance in percent

- **price=ORDERVALUE**: this is where the net value (without VAT) of the order is put in dynamically. It is used to calculate the partner commission. The text

'ORDERVALUE' has to be replaced with the relevant number, e.g. price=199.95.
Comma and dot can be used as decimal place. **In case of a SSL connection**
"https://" must be used

Besides that you can add certain additional parameters to use advanced features, e.g. multiple commission rates or hybrid Lead/sale-programs. You can get further information on request or after your program has launched.

Release of transactions

Ordered online does not always mean ordered successful. There are invalid orders, returns, attempts to fraud, etc. Registered transactions are displayed in the publisher statistics as "earmarked". The commission of a transaction will be paid after the explicit release by the advertiser. The order has to be marked as "confirmed".

The advertiser is able to:

- confirm all the transactions automatically
- release transactions via the login manually and individually according to its criteria (within 45 days)
- confirm or cancel transactions using a csv-file which is sent to affilinet (details about transmission on request)

2. Hybrid Program

To use the tracking in a hybrid program (lead/sale) an extension, depending on the chosen action, has to be added to the tracking code.

The script has to recognize if it is a lead or a sale.

This influences the dynamic tracking code generation and a further variable has to be added:

Example 1: A **lead** is generated

```
<IMG SRC="http://alacanzando.elexitojuntos.es?site=2153&order=TRACKING_NUMBER&mode=pp1" WIDTH="1" HEIGHT="1">
```

Example 2: A **sale** is generated

```
<IMG SRC="http://alacanzando.elexitojuntos.es/registerale.asp?site=2153&order=TRACKING_NUMBER&price=12.5&mode=pps" WIDTH="1" HEIGHT="1">
```

Please note: If the user's action generates a lead as well as a sale the tracking code on the finishing site has to be loaded twice. The essential second order number cannot be repeated. If necessary a time stamp can be tagged to the order number.

3. Program with variable rates

Example: Lead Program

That is the normal tracking code without the extension:

```
<IMG SRC="http://alacanzando.elexitojuntos.es  
/registersale.asp?site=2153&order=TRACKING_NUMBER" WIDTH="1"  
HEIGHT="1">
```

If you add the variable "**ltype=**" the script selects the lead-rate which is used to commission the lead. (The = is followed by a number from 1 to 10 depending on the lead rate).

Example:

```
<IMG SRC="http://alacanzando.elexitojuntos.es  
/registersale.asp?site=2153&order=TRACKING_NUMBER&ltype=2"WIDTH  
="1" HEIGHT="1">
```

This example uses the second lead-rate. The value is stored in the affilinet database.

Example: Sale Program

This is the normal tracking code without the extension:

```
<IMG SRC="http://alacanzando.elexitojuntos.es  
/registersale.asp?site=2153&order=TRACKING_NUMBER&price=netprice"  
WIDTH="1" HEIGHT="1">
```

By adding the variable

"price=" for the **first** commission rate (no need to add a number)

"price2=" for the **second** commission rate

"price3=" for the **third** commission rate

Etc.

the script decides which sale-rate to use.

Example:

```
<IMG SRC="http://alacanzando.elexitojuntos.es  
/registersale.asp?site=2153&order=TRACKING_NUMBER  
&price3=netprice" WIDTH="1" HEIGHT="1">
```

Please notice: In case of a sales-program with variable rates the order of the rates is **always:**

&price= (this price uses the **first** rate - a variable "**price1**" **does not exist**)

&price2= (this price uses the **second** rate)

&price3= (and so on)

We recommend **communicating** this to the competent programmer **leaving no room for doubt.**

4. Hybrid program with variable rates

In combination programs with variable rates, the tracking code is expanded by the **mode** as well as the respective price or lead variables.

Example 1:

The hybrid program creates a **lead**:

```
<IMG SRC=http://  
alacanzando.elexitoyuntos.es?site=2153&order=TRACKING_NUMBER&mo  
de=pp1&ltype=2" WIDTH="1" HEIGHT="1">
```

Example 2:

The hybrid program creates a **sale**:

```
<IMG SRC=http://  
alacanzando.elexitoyuntos.es?site=2153&order=TRACKING_NUMBER&mo  
de=pps&price2=ordervalue " WIDTH="1" HEIGHT="1">
```

5. Program with Lifetime commission

Requirements

The following requirements are needed to use the tracking of lifetime-commission (reorder of an already communicated customer):

affilinet **transmits the publisher ID** via the parameter "ref"

<http://www.advertiser-website.es/?ref=Publisher-ID> (the parameter name "ref" may be changed by affilinet)

Execution

If this customer generates a further action at a later date for which the publisher gets another payment the tracking code has to be reloaded out of the database using a "new" order number which is linked to the customer.

This new order number can normally be created with ease by e.g. adding a timestamp or a number behind the already existing order number (see example).

The tracking code has to be extended additionally by the prior transmitted publisherID which was saved by you:

```
<IMG SRC="http://  
alacanzando.elexitoyuntos.es?site=Programnumber&order=Ordernumb  
er+Time&ref=Publisher-ID" WIDTH="1" HEIGHT="1">
```

Further commissions will be created in the same way by using a new tracking code.

6. Standard procedure with transmitted parameter and advertiser cookie

Situation

Instead of transmitting every action to the affilinet database the advertiser just wants to load the tracking code if the customer originally came from affilinet (the program runs on several affiliate networks).

Solution

The advertiser sets his **own cookie** which recognises the visitor as arrived via affilinet. The default URL therefore normally contains a parameter which can be defined by the advertiser.

`http://www.advertiser-website.es/?id=affilinet`

The cookie has to be valid for 30 days and must be in accordance with the privacy policy.

Procedure:

1. Click on the Creative.
2. Parameter gets transferred and read out of the order system.
3. An advertiser as well as an affilinet cookie are set.
4. The visitor returns after xx days and accesses the advertiser site.
5. The advertiser cookie is read out.
6. On the closing page the tracking code is loaded because of the existing advertiser cookie.
7. This code reads the affilinet cookie.
8. The order is registered.

In case of questions or further information please contact the affilinet support team at support-es@affili.net

Advertising Resource

External HTML Advertising Resource

In order to integrate an external HTML advertising material with affilinet, the following specifications must be observed:

Distinctions are made between the following advertising materials:

1. HTML Banner with Hyperlinks

Only plain links are stored here `Linktext`

2. HTML Banner with Forms

E.g. input fields, dropdown boxes or check boxes

3. HTML Banner with Forms and Hyperlinks

The first two options are used here

Please note: External integration only lends itself to frequent updating of the advertising material (update cycle of less than 14 days).

In order to prevent conflicts, the JavaScript function must be named and generated as follows:

```
function_[PROGRAM_ID]_[SEQUENCE NUMBER] ();
```

e.g.

```
function_1234_56 ();
```

The sequence number is the number of your advertising material.

Increase the number by one for each created. The sequence number has nothing to do with the HTML banner ID. There should never be 2 functions in existence that have the same name.

1. HTML Banner with Hyperlinks

In this process, our tracking URL is called up before your target URL. We then automatically forward them to your target URL.

The code in such a JavaScript file functions according to the following principle:

- Text link example

```
function function_1234_56(affilinetlink)
{
    document.write('<table><tr><td>');
    document.write('link example: ');
    document.write('<a href=\"' + affilinetlink +
'http://www.your-url.es/">Linktext</a>');
    document.write('</td></tr></table>');
}
```

- Graphic Example

```
function function_1234_56(
affilinetlink)
{
    document.write('<table><tr><td>');
    document.write('link example: ');
    document.write('<a href=\"' + affilinetlink +
'http://www.your-targeturl.es/'><img src=\"http://www.your-
graphicurl.es/graphic.png\"></a>');
    document.write('</td></tr></table>');
}
```

In both cases, the code is called up by affilinet as follows:

```
<script src="http://www.your-url.es/javascript.js"></script>
<script>function_1234_56('http://www.affili.net/click.asp?site=
[PROGRAM_ID]&ref=[PARTNER_ID]&...&diurl=');</script>
```

2. HTML Banner with Forms

The command **action** must be replaced here by our address

<http://partners.webmasterplan.com/click.asp> and must be carried out via the **get method**.

We also require a few hidden fields for tracking: **site, ref, ent, type, hnb, subid** and **prd**.

We then transfer the values. Naturally, you have the option to specify other parameters in the **<FORM>** tag, such as **name=""**, **id=""**, **style=""** etc.

The code in such a JavaScript file functions according to the following principle:

```
function function_1234_56(site,ref,ent,hnb,subid)
{
    document.write('<form action="http://
alacanzando.elexitoyuntos.es/click.asp" method="get">');
    document.write('<input type="hidden" name="site" value="'
+ site + '>');
    document.write('<input type="hidden" name="ref" value="'
+ ref + '>');
    document.write('<input type="hidden" name="ent" value="'
+ ent + '>');
    document.write('<input type="hidden" name="type"
value="html">');
    document.write('<input type="hidden" name="hnb" value="'
+ hnb + '>');
    document.write('<input type="hidden" name="subid"
value="' + subid + '>');
    document.write('<input type="hidden" name="prd"
value="yes">');

    document.write('<input type="text" name="search">');
    document.write('<input type="submit" name="Search">');
    document.write('</form>');
```

```
}
```

Please note: affilinet must be notified of where the `action=""` URL points; this is then set up under the Deep Links.

The code is called up as follows by affili.net:

```
<script src="http://www.your-url.es/javascript.js"></script>
<script>function_1234_56(['PROGRAM_ID'],'[PARTNER_ID]','[DEEPLI
NK]','...');</script>
```

3. HTML Banner with Forms and Hyperlinks

This process includes both of the variants described above.

Below is a sample code of what it may look like:

```
function function_1234_01(ref,ent,site,hnb,subid,affilinetlink)
{
    document.write('<form action="http://
alacanzando.elexitoyuntos.es/click.asp" method="get">');
    document.write('<input type="hidden" name="site" value="'
+ site + '>');
    document.write('<input type="hidden" name="ref" value="'
+ ref + '>');
    document.write('<input type="hidden" name="ent" value="'
+ ent + '>');
    document.write('<input type="hidden" name="type"
value="html">');
    document.write('<input type="hidden" name="hnb" value="'
+ hnb + '>');
    document.write('<input type="hidden" name="subid"
value="' + subid + '>');
    document.write('<input type="hidden" name="prd"
value="yes">');

    document.write('<input type="text" name="search">');
    document.write('<input type="submit" name="send ">');
    document.write('</form>');
    document.write('<br>');
    document.write('<a href="' + affilinetlink +
'http://www.your-targeturl.es/">Linktext</a>');
    document.write('<a href="' + affilinetlink +
'http://www.your-targeturl.es/action/">Actions Link</a>');
}
```

Please note: As was already done for the normal form, affilinet must once again be informed where the `action=""` URL points.

Flash Advertising Resource

Integrating flash banners with affilinet works differently than integrating normal image files, and is carried out by affilinet. Since the click counter for these "normal" banners operates through transmission via affilinet, the click counter must also be implemented for flash banners. Our Support implements this by using an additional JavaScript function that we call up from the view.asp.

As with other banner images, the flash file remains stored on your server so that traffic via affilinet remains minimal. If you would also like to integrate flash banners with affilinet, make the flash files available on your banner server as .swf (shock wave file).

Please note: The object that has been designated as a button for your banner in your flash file must receive this film control action:

```
goto
```

The code reads:

```
on (release) {  
    getURL("javascript:function_1234_01()");  
}
```

If multiple links are used, it must read:

```
on (release) {  
    getURL("javascript:function_1234_01()");  
}  
on (release) {  
    getURL("javascript:function_1234_02()");  
}
```

etc.

Please note: For each function, please provide the AdSupport team with the target URL and the size of the flash banner. For integration, our team simply requires the links to the files. Please do not send us any files.

To avoid conflicts, the function name must be generated as follows:

```
function_[PROGRAM_ID]_[SEQUENCE NUMBER]();
```

e.g.

```
function_1234_56();
```

The sequence number is the number of your advertising material.

Increase the number by one for each created. The sequence number has nothing to do with the HTML banner ID. There should never be 2 functions in existence that have the same name.

Product Lists

affilinet offers your publishers three options for using the product data:

affilinet provides you with **product lists (CSV)** in a standardized format (also as ZIP file). All product links already contain your publisher's ID so that product lists can be directly, easily and conveniently integrated.

For product lists, a URL must be provided from which the product list can be collected.

An arbitrary interval can also be defined optionally (x days, weeks or months), based on which the current product list is automatically collected from this URL and is imported into the affilinet product database.

The advertiser can define these data (URL and interval) himself in his account (Menu item "CSV administration").

Record Structure for Product Lists

Column	Description	Data type
art_number	Unique article identification	String (50)
category	Product categorization	String (250)
Title	Product name	String (250)
description_short	Product description (short)	String (500)
Description	Product description	String (4500)
pricePrefix	Text that must precede the price	String (25)
Price	Price incl. sales tax	Decimal point
priceSuffix	Text that must appear after the price	String (50)
price_old	Recommended retail price incl. sales tax	Decimal point
Currency	Currency symbols	String (5)
img_url	Link to the product image (absolute)	String (200)
deeplink1	Deeplink to the product (absolute)	String (500)
deeplink2	Other Deeplinks to the product (absolute), e.g. for the shopping cart	String (200)
Keywords	Keywords	String (250)
Manufacturer	Manufacturer	String (100)
Brand	Brand	String (100)
Distributor	Distributor	String (100)
valid_from	Offer valid from	YYYY-MM-DD
valid_to	Offer valid to	YYYY-MM-DD
EAN	EAN number of the product	String (13)
img_height	Height of the product image	Integer

img_width Width of the product image Integer

Fields in **bold** are **mandatory fields!**

General Information Regarding File Structure

- Only **CSV and/or TXT** files are processed.
- The **first line** must contain a **record description** of the columns.
- Valid **field separators** include semicolons, tabs, commas, pipes (|) or (^).
- Only (') or (") should be used as **text delimiters**. All string fields must have text delimiters.
- The chosen delimiter may only be in the first or last position of the string fields.
- Field separators are permitted between the delimiters.

Example: "0/8/15", "A great, beautiful product", 12.00, "http://www.your-url.es/image.jpg", ...
Text delimiter = " (double quotes)
Field separator = , (comma)

- Only periods (.) or commas (,) may be used as **decimal separators**.
- If a comma is used as a decimal separator, the field separator may *not* be a comma!
- Numbers (≥ 1000) should *not* contain a 1000 separator.
- If the amount fields contain symbols other than numbers or (, . - +), those symbols are ignored.

(e.g.: EUR11 = 11 or 11,- = 11.0)

Characteristics of the Individual Fields

Category

- If a multi-level category is present, the separator between category levels must be communicated (e.g.: ,MainCat > SubCat > DetailCat'. category separator = > (larger)).
- If multiple category levels for additional columns are assigned via the datasets, the sequence **MUST** be as follows: MainCat; SubCat; DetailCat; (field separator = ; (semicolon))

Price Prefix and Price Suffix

- If certain price add-ons must appear for legal reasons, you can supply us with them here.

Example: "**from** EUR 19.99" or "EUR 19.99¹." In the latter case, the corresponding HTML tags must also be supplied. Here it would be "¹."

In addition to the "Price" field, we would then also provide the partners with the "Display Price" field, which is to be used for display on the partner website and which contains the formatting you need.

Deeplinks

- All links must be absolute links (<http://www.your-url.es/...>)

Image URL

- All links must be absolute links (<http://www.your-url.es/...>)
- Please supply us with only the URL of the largest image in each case. We will put the images into standard sizes and will host them on one of our servers. In addition to our standard sizes, we naturally also provide your partners with their original link.

Title and Description_short

- These fields should not contain any HTML tags (except for
)!

Description

- If this field already contains HTML code that could branch with HREF, it must also be the absolute link. Furthermore, those links must also contain a "target=_blank."

Changes to the File Structure

- If the advertiser makes changes to his file structure, these changes must be communicated to affilinet **unsolicited** in the form of a sample file **before** said changes are available for download under the specified URL. This applies **especially** (though not only!) if the data are to be **automatically updated**.
- If a change to the file structure is not reported in this way beforehand and some or all product data in an update (automatic or manually at the advertiser's request) cannot be correctly read, **all** of the merchant's **product data** are **deactivated** in all affilinet associated services and are thus **no longer available to the publishers**.

Affiliate Program Checklist

The following points must be checked and implemented in order for your affiliate program to start successfully with affilinet.

Program strategy – establish the basics

1. Provide resources: project team & support
2. Determine targets and target groups
3. Secure smooth online sales
4. The product must satisfy the publisher
5. Budget & remuneration model (PPC, PPL, PPS or hybrid model)

Program planning – define important details

1. Publisher communication
2. Conception & creation of the advertising resource
3. Transparent commission payout
4. Fair cancellation rule
5. Attractive cookie lifetime

Program registration – it gets going

1. affilinet program pre-registration & order placement
2. Transfer of starting balance
3. Placement & organization of the advertising resource in affilinet
4. Account charging rates/payment agreements
5. Only for PPL/PPS: integration of a tracking code & implementation of a test order