

## Frequently Asked Questions about EWORLDWIRE's Affiliate Program

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### **Q: How do I get started?**

**A:** It's easy!

1. Fill out the online application. An affiliate manager will review your site and application and may contact you for further details about the plans you have for your partnership. Every affiliate is reviewed to ensure an appropriate match exists. You will be provided with authorized login to your account area, where you can select from a range of banners, buttons and text links.
2. Once your links are in place, you can begin to earn revenue.

### **Q: How is EWORLDWIRE's affiliate program different from the others?**

**A:** The vast majority of our contacts convert into purchases. The strength of our experience and skill are recognizable –in just ten years in business, we've established a reputation in the market for our quality and service availability. We've made it our business to support the growth of others, by becoming a focused branch of your company, and in the end, grow our own.

What concerns you most? Our staff receives ongoing training in client relations – we want your experience to exceed your expectation. Of course, in any business, there will always be times when we're unable to satisfy 100% of our clients – but we still strive for it. You won't find another newswire service that works harder for you.

When clients do well, we do well.: Through every step of the process, we communicate our experience – from offering re-wording suggestions to tighten and clarify the message you're trying to deliver with your press release, to recommending the best approach to put yourself in front of the most appropriate media contacts. Our consistency of service and skill is what distinguishes us from

our competitors. Every customer is treated with the same level of quality service and has access to a 24-hour, toll-free number where our knowledgeable customer service team is always available to provide assistance.

**Strong affiliate partner payments:** Our monthly minimum is only \$50. We make our process simple to work with, and go out of our way to help clients – that minimum is a very realistic amount. Anything below that amount rolls over to the next month.

**Extensive affiliate partner program resources:** EWORLDWIRE offers a multitude of ways to promote the service – monthly promotions, a newsletter with special offers and expert writing assistance from our Affiliate Service Team.

**Superior service to you as our affiliate partner and all clients:** All our team members receive rigorous training in client interaction – it's our goal to make every point of contact the best possible. We want to establish long-term, quality relationships.

**Q: Who can participate?**

**A:** What are your criteria for partnership? Any company can apply for the program, large or small, commercial or nonprofit associations – if there is a workable relationship, we will establish it with you. EWORLDWIRE does reserve the right to refuse any applicant: if the site contains offensive or objectionable material including pornography, explicit language or content, any violence or discrimination. It's important to know we expect our affiliates to reflect the same quality image we have worked hard to establish - we do not accept sites that violate intellectual property rights.

**Q: What types of sites may join?**

**A:** If your visitors or members would benefit from access to the best online resource for newswire and press release writing services, we invite your application.

**Q: Can a nonprofit or club join the affiliate program?**

**A:** Our organization is community-conscious. We often provide non-profits extensive, complimentary or discounted services. We would encourage you to join our program or to contact us to discuss the options available to you.

**Q: Can I join if my site is not yet live?**

**A:** Maintaining the level of standards we have established takes work – and it only takes a single inappropriate relationship to damage years of work to establish the goodwill our brand represents. We must be able to view the context and content in which the affiliate would promote our service offerings.

**Q: If I have more than one website can I be an affiliate partner through all of them?**

**A:** It is possible to register for review for multiple sites, for each individual URL. Each registration will receive a unique Affiliate Partner ID for each site you maintain. Depending on the number of sites you maintain, you may receive separate checks for each account. For accounting purposes, it is important to maintain the individual accounts. Each independent site must meet the monthly \$25 minimum for check dispersal. Revenue earned below the minimum will roll over to the next month.

**Q: My website is outside the U.S. Can I join?**

**A:** Contact us for details about implementing the program in your country.

**Q: Will you promote my site?**

**A:** Yes. Part of our goal is to help you build your business. Featured affiliate partners are highlighted in our newsletters and in other communications. Because our business is media contact, we will also produce a new affiliate partner press release to be distributed with our compliments, announcing your affiliation. Featured affiliate selection is based on program performance – communicate your progress to us. Outside of this type of activity, we do not place reciprocal links on our website.

**Q: What about adult content within my site?**

**A:** We are unable to extend the affiliate program to those with adult content.

**Q: Does participation cost anything?**

**A:** No, it is complimentary. EWORLDWIRE does not have an application fee or minimum sales requirement.

**Q: How much will I be paid?**

**A:** Your capacity to earn is limited only by your ability. We will attempt to share with you the experience we have to help you identify the most effective ways to reach clients. Each applicant is handled individually – the percentage of commission available is tied to potential or projected and experienced volume.

Top performing marketing partners who generate over a specific dollar amount per month can expect to earn a larger commission.

When and how do I get paid?

After your two months, commission fees are paid on a monthly basis. If your earnings for any month are less than \$50, the amount will be carried to the next month.

As with any business, we work with you to minimize chargebacks to you due to fraudulent orders or other abuse – our due diligence or verification process is one of the strictest in the industry. We estimate time to address these situations, translating into commission check issuance within sixty (60) days of the close of the month. For example, commission checks for January will be postmarked by April 1. All sales are in U.S. dollars. All commission payment checks to affiliates are denominated in U.S. dollars.

**Q: How are orders tracked and credited to my site?**

**A:** By following the instructions for collecting and placing your links directing visitors to EWORLDWIRE via your affiliate link, each visitor is tracked for purchases using cookie technology. Every time a visitor places an order via a link from your site, we credit you.

**Q: Do affiliates get paid for repeat visits?**

**A:** Commission fees are generated from your site on all sales following an initial visit, including visits directly to our website. As clients use your link, they will renew their cookie.

**Q: Are there sales quotas or performance tiers?**

**A:** We pay you for net sales regardless of how much you sell. We maintain a \$50 minimum monthly payout. Earned fees below the minimum roll over to the next month.

**Q: Can I take orders on my site?**

**A:** Because we update our site with frequent product updates, our promotions and other specials are all part of our integrated shopping environment. To ensure timely processing of orders, tracking, reporting and superior client interactions, we must host the transaction. Because we take care of the entire transaction, you can freely focus on the things you do best and leave the rest to our expert care.

**Q: Do you have online reporting on how much money I'm earning and how my links are performing?**

**A:** Access to this information is available inside your account. You will be able to view your earnings and traffic reports at any time. These reports reflect your earnings and help you to plan how to fine-tune your participation and maximize your income potential.

**Q: Do I earn commissions from my own purchases?**

**A:** Commissions are related to you for any purchases you make from your own affiliate link.

**Q: What about client dissatisfaction?**

**A:** It's our goal to exceed the service a client may be expecting – but sometimes things do happen to impact that goal. If a user seeks to dispute credit card charges or they are reversed due to credit card fraud, your account will be debited for any commission earned on that transaction. We strive to work with clients to satisfy them – often we are able to provide alternate satisfactory options – if we do that successfully, your commissions will not be affected.

**Q: How do I get and implement my links to EWORLDWIRE?**

**A:** After your application is approved, your account will be active, and you can log in to review the banner options available to you and make a selection within minutes to get up and running. All you need to do is place the link into your HTML editor.

**Q: Where should I place my links?**

**A:** There are real reasons which certain areas of a site are more valuable than others – clearly header and area closest the right scroll bar are high visibility areas on any page, with the most active the home page. Other valuable locations include:

- In the navigation bar.
- In banners that appear throughout your site.
- In special articles or areas of news on your site that relate to EWORLDWIRE services.
- Newsletters or your opt-in promotional e-mails.

**Q: What areas of EWORLDWIRE can I link? Can I link to individual product?**

**A:** We can discuss with you the ideal ways to maximize response to your links. Our selection of banners, buttons and text links allows you to place a variety throughout your site.

**Q: Can I place links within my own opt-in newsletters or email?**

**A:** An ideal way to increase awareness of your affiliate involves providing highly targeted and relevant information and product offerings. We require you follow accepted guidelines for responsible opt-in e-mail practices – those who are unable to work within the specifications we provide may find their partnership suspended. We will not jeopardize our reputation in the market

or our brand by giving the impression with permit or condone spamming.

**Q: Will you help me with my site?**

**A:** We do provide trends, guidelines and promotional ideas to help you boost awareness of your affiliation. It's our objective to help you maximize your association with us.

**Q: Can I use the EWORLDWIRE trademark to promote my site?**

**A:** The affiliate program is designed to generate traffic to EWORLDWIRE by leveraging the traffic generated by affiliate sites through its advertising programs, brand awareness and value proposition. Working to use EWORLDWIRE's brand to generate traffic to your site or redirecting traffic to another site is inconsistent with the goals of this affiliate program. Affiliates may not use the EWORLDWIRE trademark for traffic generation or search engine registration techniques including, but not limited to, including reference to the EWORLDWIRE brand in affiliate site meta tags or through the purchase of the EWORLDWIRE trademark as a search term.

**Q: Anything else I should know?**

**A:** We will prepare an Affiliate Agreement to identify and confirm you understand the terms and conditions in that document. You will find the entire contract between you and EWORLDWIRE on the agreement.

**Q: What if I need assistance?**

**A:** It's as simple as contacting us. We are dedicated to supporting you – the evaluation process has identified the type of relationships we can expect - with quality, growing, profitable affiliate partners. We will concrete writing and marketing assistance to help you maximize your sales. You will receive e-mails containing program news and updates, any time-sensitive special promotions along with marketing tips for increasing results.

**Actions** that will cause your affiliation to be suspended or your account terminated and your balance forfeited:

- Sending / issuing SPAM
- Using scumware/adware/parasiteware to steal from your fellow affiliates
- Using deceptive tactics to generate unqualified clicks from untargeted traffic
- Using cheap bulk popunders/redirects to increase the number of clicks
- Fraudulent orders or chargebacks
- Creating multiple accounts in order to collect sub-sale commission on your own sales
- Contacting other affiliates and posing as a member of EWORLDWIRE