


How to sign up with eBay Enterprise to become a BookBaby Affiliate:

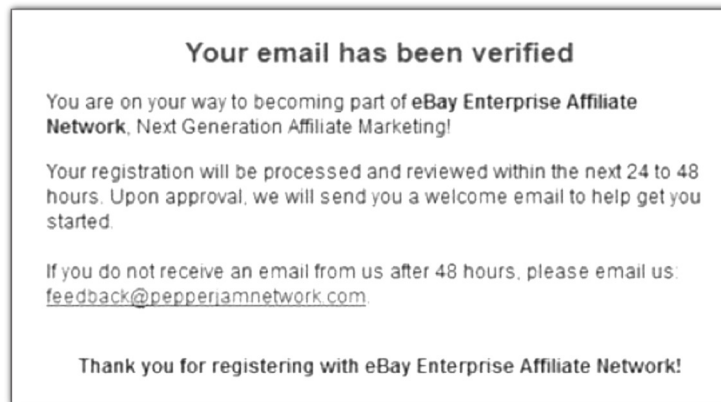
 1. Click on this link <http://www.bookbaby.com/bookbaby-affiliate-program> and fill out the application completely and accurately.

2. Hit “Submit”.

3. You should receive a Publisher Registration Confirmation email from BookBaby and a Welcome email from eBay Enterprise.

NOTE: *eBay Enterprise was previously Pepperjam Network. Some of their automated emails may still appear to be from Pepperjam.*

4. In the eBay Enterprise Welcome email, click the link “Click Here to Verify” to verify your email address.



5. You should receive your registration acceptance email in 24-48 hours.

6. After acceptance, you will need to fax a copy of your W-9 to eBay Enterprise at **877-286-4889**.

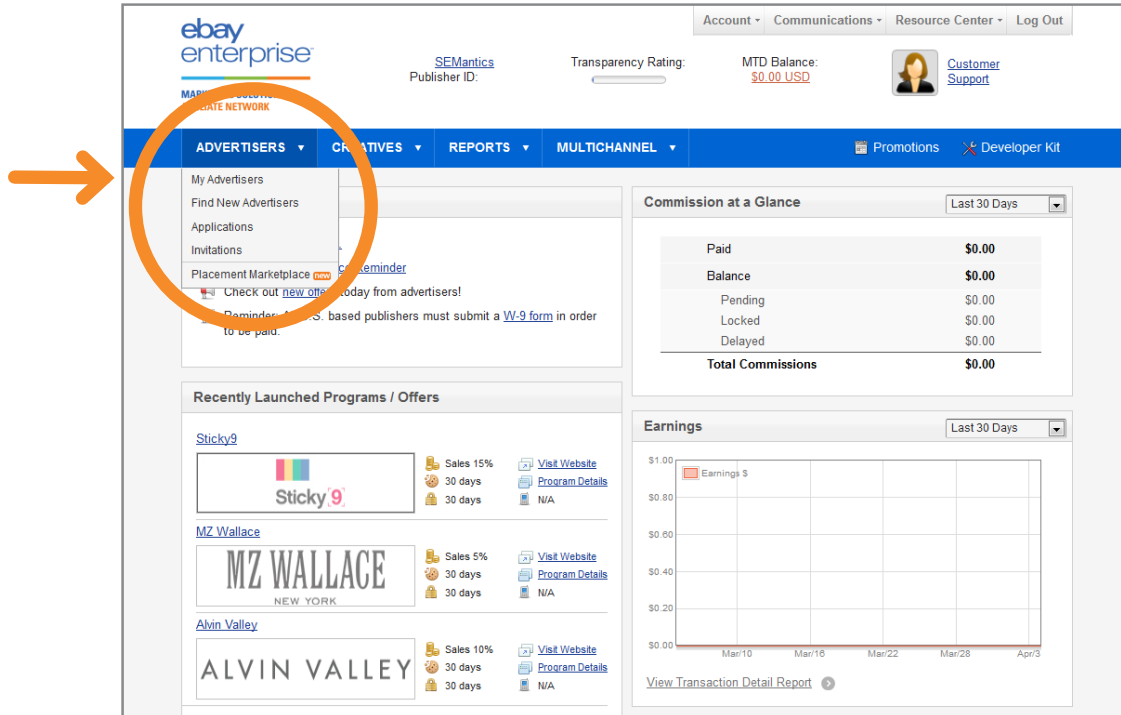
NOTE: *No commission payments will be processed until the W-9 is received.*

My application was denied by eBay Enterprise. Now what?

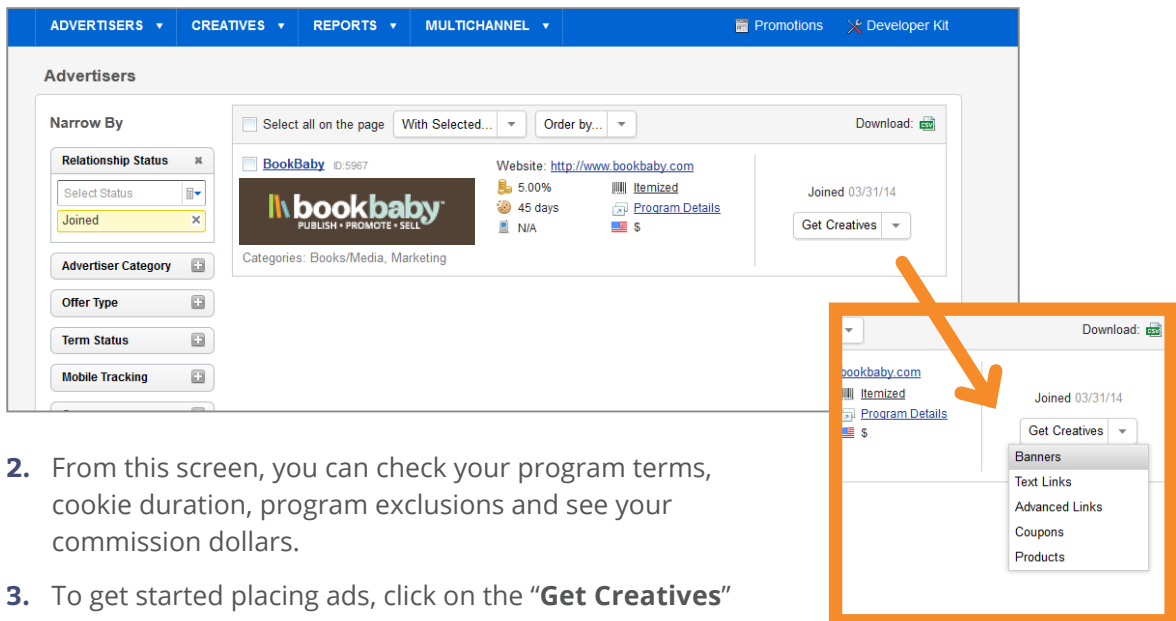
Do **not** go back to the BookBaby link and try to re-apply. This will create duplicate information in their system (an email address can only be used one time) and it will not be permitted.

If you feel that your website has met all of the requirements and you were still turned down, or they suggested changes to your site and you have corrected these, please reach out to eBay Enterprise via email at quality@pepperjamnetwork.com and ask them to re-review your site. You should note in your email that you are applying specifically to be part of the BookBaby.com Affiliate Program and they will take that into consideration when re-reviewing.

USING THE EBAY ENTERPRISE ACCOUNT DASHBOARD



1. Go to <http://www.pepperjamnetwork.com/> and log in. Then go to the “Advertisers” section in the top navigation and scroll down to “My Advertisers”. BookBaby Affiliate information should now be available to you.



2. From this screen, you can check your program terms, cookie duration, program exclusions and see your commission dollars.
3. To get started placing ads, click on the “Get Creatives” tab to the right. In the drop-down menu, you have the ability to choose banners, text links, advanced links, coupons or products.





IMPORTANT - RECEIVING YOUR COMMISSION

It is important to understand that commissions are calculated through your personal Publisher ID number. This unique, identifying number is automatically generated and contained within the code in all of creative links/ads available to you in your private eBay Enterprise dashboard. ***In order to receive credit for a customer referral, your customer must come to the BookBaby.com website via one of YOUR unique links.*** If you just copy a banner ad instead of using the unique embed code from eBay Enterprise, the ad will not trigger your commission.

PLACING A BANNER AD

Select **"Banners"** from the **"Get Creatives"** drop-down menu. You will see there are various sizes and offers for you to choose from.

The screenshot shows the 'Find Creatives' interface in the BookBaby dashboard. The 'Banners' tab is selected. The table below shows the creatives available:

Creative	Size	Advertiser	Promotions	Get Code
BookBaby FREE 120 x 60  Deep linking: ✓ Publish eBooks for Free. Go to Bookbaby.com now. Start: 02/17/2014 End: none	120 x 60	BookBaby	-	
BookBaby FREE 120 x 90  Deep linking: ✓ eBook Publishing for the low cost of FREE with Bookbaby.com! Start: 02/17/2014	120 x 90	BookBaby	-	

The pop-up window for the 'BookBaby FREE 120 x 60' creative shows the following information:

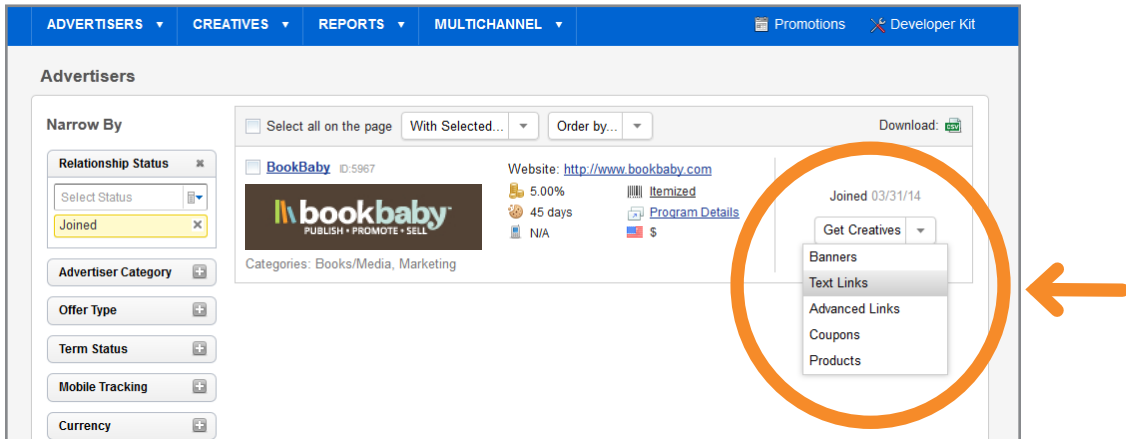
- Tracking URL: <http://www.pntrs.com/#/SUJGSEZFtk1CRkZLTkhLQkxNSU1L>
- Banner Code:

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<a href="http://www.pntrs.com/#/SUJGSEZFtk1CRkZLTkhLQkxNSU1L"></a>
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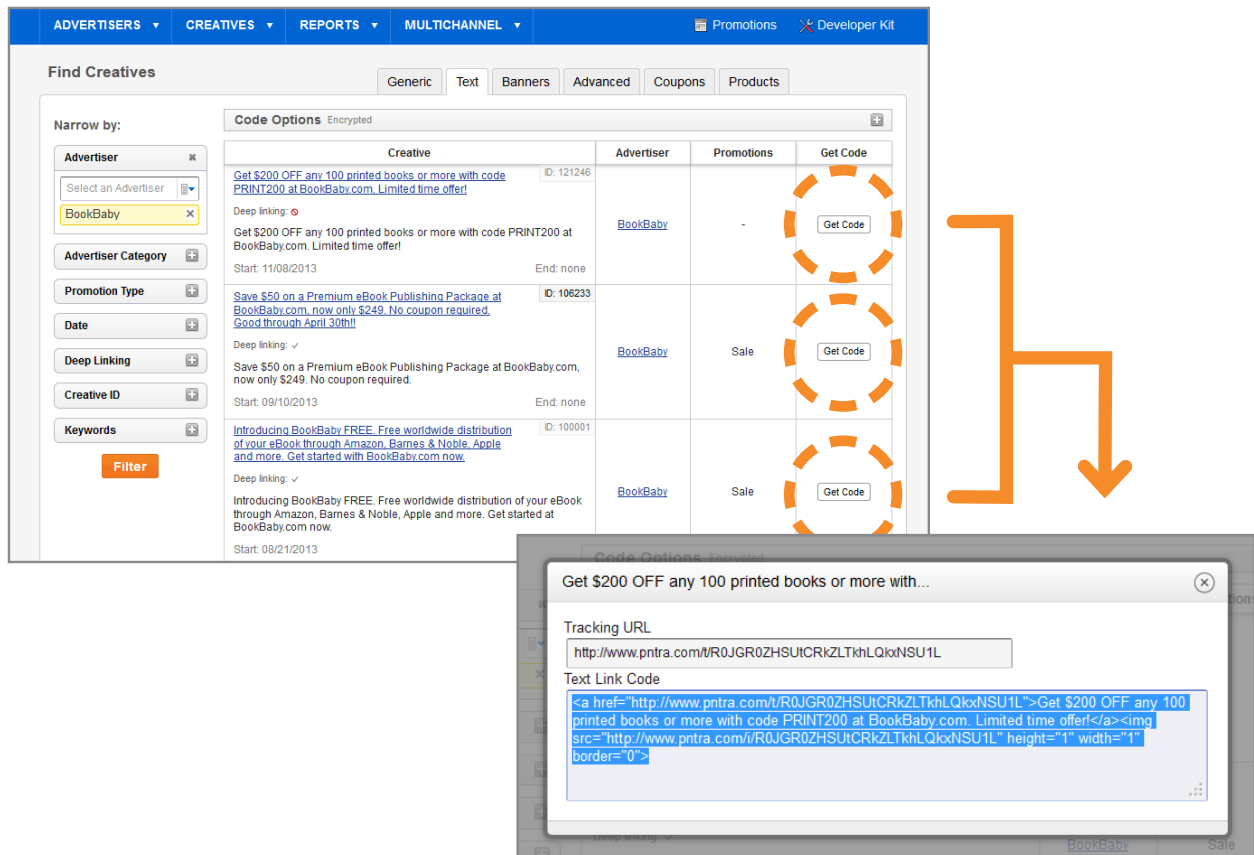
Select the creative that best suits your needs and click the button to the right of the ad called **"Get Code"**. A box will pop up. This is the actual code that you will place on your site or within your email to receive commission. Copy the **"Banner Code"** and paste this code into your website or into an email. Banner ads will appear only as the creative. You will not see any of the link code.

PLACING A TEXT LINK

Select “Text Links” from the “Get Creatives” drop-down menu. You will see there are various offers for you to choose from.

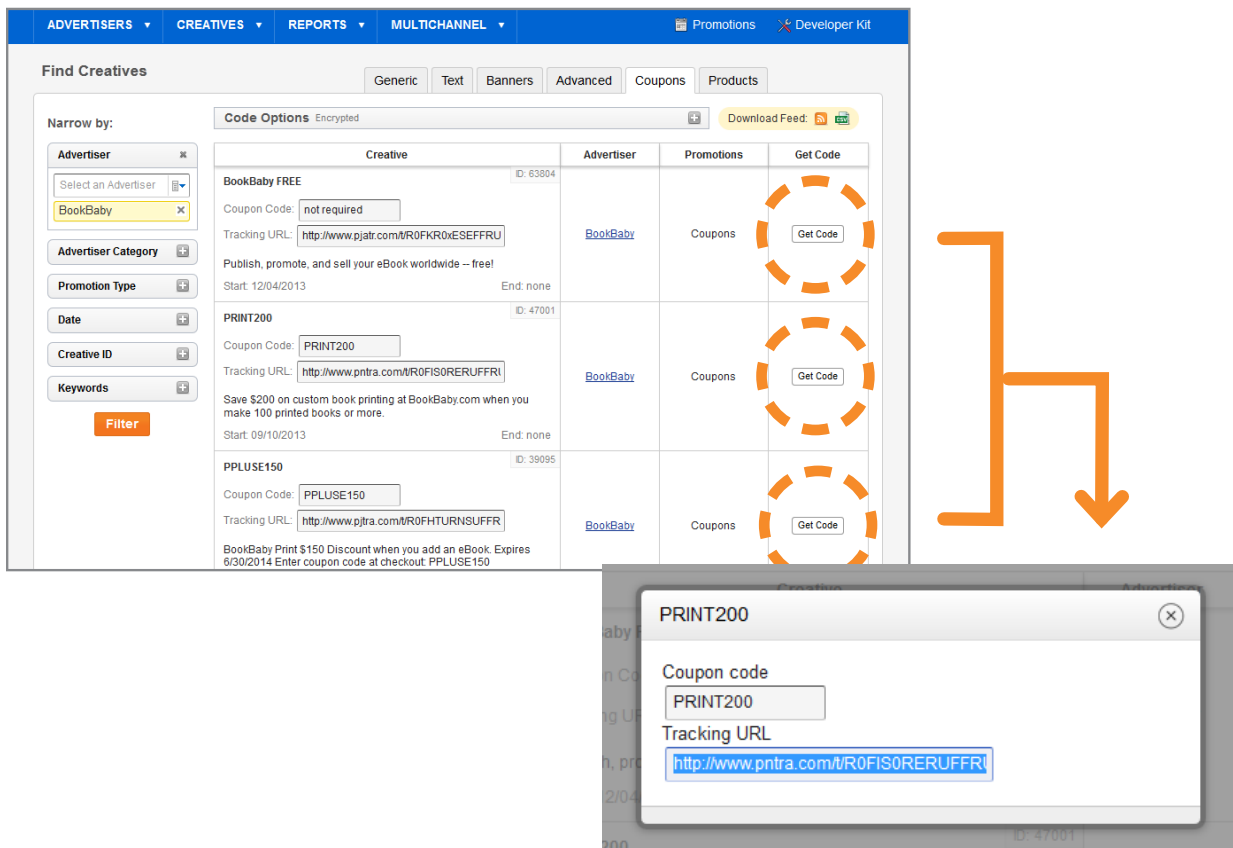
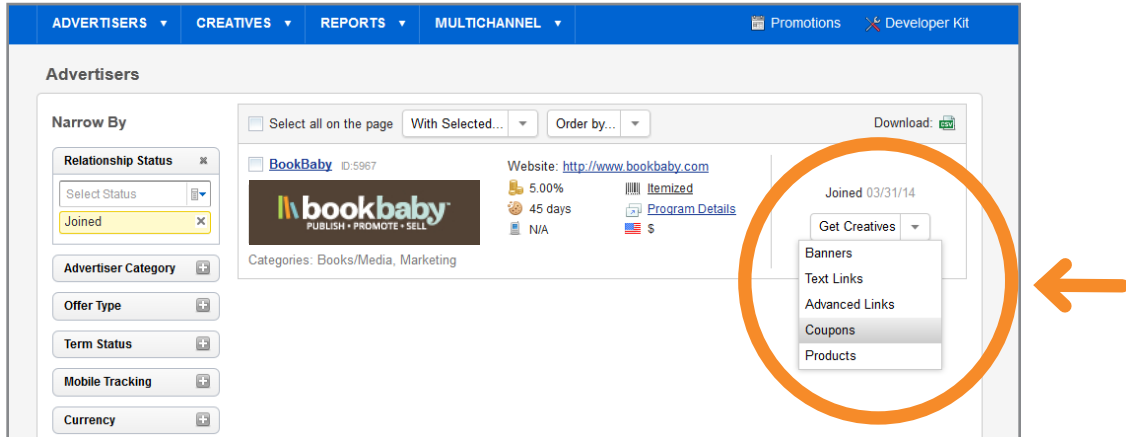


Select the text link ad that best suits your needs and click the button to the right of the ad called “Get Code”. A box will pop up. This is the actual code that you will place on your site or within your email to receive commission. Copy the “Text Link Code” and paste this code into your website or into an email. Text link ads will appear as a line of linked copy.



PLACING A COUPON LINK

Select **“Coupons”** from the **“Get Creatives”** drop-down menu. You will see there are various offers for you to choose from.





Select the coupon that best suits your needs and click the button to the right of the ad called **“Get Code”**. A box will pop up. This is the actual code that you will place on your site or within your email to receive commission. Copy the **“Tracking URL”** and paste this code into your website or into an email. You may use whatever banner or text for the link you would like (we suggest the actual coupon code).

DEEP LINKING (where allowed)

NOTE: If you need to override our Destination URL in order to Deep Link, click the **“Code Options”** in the drop-down menu at the top of the ads, and add the new URL into the space titled **“Override Destination URL”** and click **“Apply Options”**. This will change out the Destination URL for every creative listed on the page. Please note that some ads will not give you the option to change the Destination URL.

The screenshot shows the 'Find Creatives' interface with the 'Code Options' panel open. The 'Override Destination URL' field is highlighted with an orange arrow. The interface includes a navigation bar with 'ADVERTISERS', 'CREATIVES', 'REPORTS', and 'MULTICHANNEL'. Below the navigation bar, there are tabs for 'Generic', 'Text', 'Banners', 'Advanced', 'Coupons', and 'Products'. The 'Narrow by' section on the left includes filters for Advertiser (BookBaby), Advertiser Category, Promotion Type, Date, Banner Size, Deep Linking, Creative ID, and Keywords. The 'Code Options' panel contains fields for Website Tracking, Select Website, SID, and Override Destination URL, along with checkboxes for 'Open in new window' and 'Encryption', and an 'Apply Options' button. The main content area displays a table of creatives with columns for Creative, Size, Advertiser, Promotions, and Get Code.

Creative	Size	Advertiser	Promotions	Get Code
BookBaby FREE 120 x 60  Deep linking: ✓ view full size Publish eBooks for Free. Go to Bookbaby.com now. Start: 02/17/2014 End: none	120 x 60	BookBaby	-	Get Code
BookBaby FREE 120 x 90  Sell your eBook on Amazon, Apple's iBookstore, & more!	120 x 90	BookBaby	-	Get Code