



FEATURED PROGRAMS

Looking for a way to boost your program on ShareASale? Sprinkled throughout the Affiliate Interface, ShareASale has carved out various advertising spots for Merchants - called Featured Placements. When Affiliates login to check their statistics or payments, they are greeted with different ads for Merchants whom they might be interested in partnering with.

WHAT MAKES UP A FEATURED PROGRAM?

Depending on the chosen program, a placement will be comprised of one of the following:

- 350 X 230 BANNER ADVERTISEMENT
- 350 X 230 BANNER ADVERTISEMENT + PROMOTIONAL TEXT

HOW DO I MAKE A GREAT FEATURED PROGRAM?

- **ATTRACT:** Capture an Affiliates' attention right away with a bright, simple creative banner.
- **AMPLIFY:** Express the benefits of your program - why are you better than the other guy?
- **ACTION:** Get an Affiliate to join by providing a call to action.

WHAT SHOULD I INCLUDE IN MY FEATURED PROGRAM?

PROGRAM BASICS:

- One Sentence Description
- Commission Percentage
- Average Order Size
- Cookie Duration
- Affiliate Bonus Campaign

PROGRAM FEATURES:

- Product Datafeed
- Database of Creatives
- Regular Newsletters
- Auto-Deposit
- Auto-Approval
- Dedicated Affiliate Manager

ADDITIONAL ITEMS:

- Demographics
- Popular Products
- Marketing Opportunities
- Unique Selling Proposition

FEATURED PROGRAM EXAMPLE - BANNER AND TEXT PLACEMENT



Martini Members is the premiere cocktail club for those in-the-know and for those who want to be in-the-know. Featuring top shelf recommendations, rare spirits and wines from around the world, pairing advice and exclusive, unparalleled deals on high-end liquors you can't find anywhere else.

- 1st Sale Bonus - \$50 Bonus on First Sale!
- 20% commission on course sales
- \$45 average course purchase price
- Extensive product datafeed available
- Dedicated Affiliate Manager

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