

Optimum Nutrition Affiliate Program Terms & Conditions

Key Information	
Action Description	Sale
Validation Criteria	Validate all sales at the end of the month
Validation Period	<p>In an attempt to avoid missing sales from iOS devices, our affiliate tag is now firing unconditionally.</p> <p><u>What does this mean for you?</u> You may be able to see a higher number of sales on your account for the programme than are actually valid. The new validation process will take place weekly; so by the end of each week you will be able to see the correct number of sales and commission that was attributed to you.</p>
Cookie Period	30 days
Commission Structure	10%
De-Duplication Policy	All channels
Types of Publisher Permitted On The Program	
Use of Incentive Sites	<p>Are cashback affiliate sites permitted on the program?</p> <p>Yes</p> <p>Are loyalty (i.e. sites that offer an incentive other than cash, such as points) affiliate sites permitted on the program?</p> <p>Yes</p> <p>If the standard commission offering is tiered, can the merchant provide a fixed commission level for these affiliates?</p> <p>No</p> <p>If permitted, will the merchant provide a commitment to resolving any missing transactions that occur?</p> <p>No</p> <p><i>*Please note that XXX will not look at transaction queries that are older than 6 months</i></p>
Use of Voucher Codes	<p>N.B.: ALL AFFILIATES THAT USE VOUCHER CODES MUST ADHERE TO THE IAB VOUCHER CODE OF CONDUCT. FOR MORE INFORMATION, PLEASE CLICK HERE</p> <p>Are voucher code affiliates permitted on the program?</p> <p>Yes</p> <p>If so, can they utilise any code, or only those created specifically for the affiliate channel?</p> <p>Just those created specifically for affiliates</p>
Use of Software Application Sites	<p>N.B.: ALL AFFILIATES THAT USE SOFTWARE APPLICATIONS MUST ADHERE TO THE IAB VOUCHER CODE OF CONDUCT. FOR MORE INFORMATION, PLEASE CLICK HERE</p> <p>Are software application sites permitted on the program?</p>

	<p>To be reviewed by MediaCom on a case per case basis</p>
<p>Use of Sub Affiliate Networks</p>	<p>Are sub affiliate networks permitted on the program?</p> <p>To be reviewed by MediaCom on a case per case basis</p>
<p>Use of Social Media</p>	<p>Are affiliates permitted to promote the program across their own Social Media properties?</p> <p>To be reviewed by MediaCom on a case per case basis</p> <p>Are affiliates permitted to promote the program in the wider Social Media space (e.g. Facebook arbitrage)?</p> <p>To be reviewed by MediaCom on a case per case basis</p>
<p>Use of Email Affiliates</p>	<p>Are affiliates permitted to distribute emails advertising the merchant to their own database?</p> <p>To be reviewed by MediaCom on a case per case basis</p> <p>Do emails need to be approved by the merchant prior to send out?</p> <p>Yes (both Merchant and Agency)</p>
<p>PPC (Search Engine Pay Per Click) Affiliates</p>	
<p>Use of PPC Affiliates</p>	<p>Are affiliates permitted to bid in search engines on brand terms?</p> <p>No</p> <p>Are affiliates permitted to bid on hybrid brand + generic terms?</p> <p>Yes – Affiliates are allowed to bid on generic terms such as “Sports nutrition” or “Whey Protein” but not on any brand terms such as “ON” or “Optimum Nutrition”.</p> <p>Are affiliates permitted to bid on misspellings and variations of the brand term?</p> <p>No</p> <p>If the merchant has restrictions, please list the exact terms that affiliates are not permitted to bid on.</p> <p>Please see above</p> <p>Is this open to all affiliates or will a closed group be in operation?</p> <p>Applicable to all affiliates on the programme</p> <p>Which terms are trademarked in the search engines, if any?</p> <p>N/A</p> <p>Are there any variations to the above for Mobile Search?</p> <p>No</p>
<p>URL and ad copy restrictions</p>	<p>Can affiliates use the brand name in their url?</p>

	<p>No</p> <p>Can affiliates use the brand name in the sub domain or directory url of their own website?</p> <p>No</p>
<p>Direct linking restrictions</p>	<p>Are affiliates allowed to send traffic directly to the merchant site from the PPC space in the search engines, using the merchant url as their display url?</p> <p>No</p> <p>Which search engines does this apply to?</p> <p>All search engines</p> <p>If so, on which terms does this apply?</p> <p>Please list applicable search terms</p> <p>Is this open to all affiliates or a closed group?</p> <p>Applicable to all affiliates on the programme</p>
<p>Branding</p>	
<p>Branding Guidelines</p>	<p>Do affiliates have to adhere to any branding guidelines, eg referring to the client in certain terms, using particular fonts, including any necessary information?</p> <p>No</p>
<p>Creative Restrictions</p>	<p>Do affiliates have to display the most up to date logo at all times from the affilinet admin system?</p> <p>Yes</p> <p>Do affiliates have to pick up creative from the network interface rather than hardcoding it?</p> <p>Yes</p>
<p>Copy Compliance</p>	<p>Are there any copy regulations that affiliates have to adhere to?</p> <p>All Ad copy must be correct and accurate information and must not include opinions or conjecture</p> <p>What is the turnaround time expected on any changes and what notice will be given?</p> <p>7 working days</p>
<p>Deeplinking</p>	<p>Are affiliates permitted to deeplink to specific pages on the merchant site?</p> <p>Yes</p>
<p>Mobile Tracking</p>	
<p>mCommerce & Application Tracking</p>	<p>Do you have a mobile optimised website?</p> <p>No (not ready yet)</p>

	<p>If yes, will mobile sales be tracked/paid out to your affiliates?</p> <p>N/A</p> <p>Does your mobile site run on the same domain as your main site?</p> <p>N/A</p> <p>How are users redirected?</p> <p>N/A</p> <p>Is affilinet tracking on this site?</p> <p>N/A</p> <p><u>Your mobile application</u> Have you placed our tracking in your mobile application?</p> <p>N/A</p>
General	
Regional restrictions	<p>Are there any regions or territories that affiliates are not permitted to target?</p> <p>UK only</p>
Product information	<p>What products on the merchant site are being tracked?</p> <p>All products</p> <p>What products on the merchant site are being paid out on?</p> <p>All products</p> <p>Will the entire transaction value be commissionable?</p> <p>Yes</p>
Ramifications	<p>What are the consequences of any affiliate breaking Ts and Cs?</p> <p>Affiliates are given 3 warnings after breaking any T's and C's on the programme. If they fail to comply, they will be suspended</p>

The merchant agrees, wherever possible, to provide affiliates with reasonable notice period on any significant changes to the program. Examples of significant changes include, but are not limited to, commission changes of more than 25%, alterations in de-duplication criteria and program closure.