

## The Beacon Press Affiliate Program

The Beacon Press Affiliate Program is a way for like-minded organizations to offer resources to their members at a discount, without taking on the work of purchasing or shipping books themselves. Beacon Press will also contribute a percentage of sales resulting from these referrals to support the work of the affiliate.

### Enrollment

To become a Beacon Affiliate, an organization needs to be broadly consistent with Beacon's mission and, in particular, not to discriminate on the basis of race, religion, gender, nationality, disability, age, or sexual orientation. If you are interested in pursuing affiliation with Beacon, please fill out the Affiliation Questionnaire, and return it to Cailin Donoghue by email, [sales@beacon.org](mailto:sales@beacon.org), or fax, 617-742-2290.

### How it works

Beacon will create a discount code specific to the affiliate for its members to use when they make a purchase through [beacon.org](http://beacon.org). This will entitle members of affiliate organizations to earn a 20% discount as well as our everyday free shipping on all orders. Organizations may direct members to Beacon's web site by a link or banner ad on their site, through e-blasts, or in print. Beacon may also provide a custom page on its web site with titles of interest to an individual affiliate upon request and at our discretion.

### Payments

Beacon will rebate 10% of sales traceable to affiliates on a bi-annual basis, 30 days after the close of June 30th and December 31st.

### What we look for

We seek to link with statewide or national organizations that have an active interest in one or more of our titles and are able to promote these titles to their members through regular e-blasts or newsletters and on their websites. Successful affiliates tend to be closely involved with the book(s) they promote and see the program as not only a benefit to their members, but a fundraiser for their organization.

Organizations with more than 500 members or contacts generally benefit most from the affiliate program. Smaller organizations tend to profit more from special sales (purchasing the title at bulk discount from Beacon and reselling directly to their members). However, any organization of any size whose mission is in keeping with Beacon's is welcome to fill out the Affiliation Questionnaire, and we can work together to determine whether affiliation is right for you.

A note: If you currently affiliate with Amazon, Powells, BookSense, or other online booksellers, you may not be able to affiliate with Beacon. However, you are welcome to link to Beacon's site.

Please keep in mind that only books published by Beacon Press are available through [www.beacon.org](http://www.beacon.org).

## **What works**

There are a number of strategies for creating a successful affiliate program. We offer specific examples in the Beacon Press Affiliate Program's Tips for Success sheet. Should you apply to become an affiliate, we will discuss with you the best ways for your organization to promote your new affiliation.

## **For more information**

Contact Cailin Donoghue, Sales and Marketing Associate, at Beacon Press for further details: [sales@beacon.org](mailto:sales@beacon.org), 617-948-6573.