

## **WHAT IS AFFILIATE MARKETING, AND HOW DOES IT WORK?**

Affiliate Marketing is a performance-based advertising program in which online publishers, or affiliates, can earn a commission on orders submitted by customers they refer to an online merchant (Bodybuilding.com). They do this by creatively integrating Bodybuilding.com's products or content into their site through blogs, product reviews, banner advertisements, etc. The tracking process is simple. Once in the Bodybuilding.com affiliate program, affiliates can create affiliate links to Bodybuilding.com. When that link is clicked on by a visitor to that affiliate's site, a tracking cookie is planted on that user's computer. When that same visitor completes a purchase at Bodybuilding.com, the cookie fires and a commission is applied to that affiliate's account. The cookie exists on that user's computer for 9 days, so the purchase does not have to be completed in the same visit.

## **HOW DO I BECOME AN AFFILIATE?**

The first step to becoming a Bodybuilding.com affiliate is creating an account with our third party affiliate network, Pepperjam. You can begin this process by [clicking here](#). Your application will be reviewed, and you will receive a response within 72 hours.

## **HOW IS MY AFFILIATE ACCOUNT MANAGED?**

If you are accepted as an affiliate, your account will be managed by Pepperjam. Pepperjam is responsible for managing all commission payouts and paperwork associated with your affiliate account.

## **ARE THERE ANY COSTS ASSOCIATED WITH JOINING THE PROGRAM?**

It is completely free to create an account with Pepperjam and join the Bodybuilding.com affiliate program. Because there is no charge, there is virtually no risk in getting involved!

## **DO I HAVE TO HAVE A WEBSITE TO BECOME AN AFFILIATE?**

Not necessarily. Our top-performing affiliates typically drive traffic from fitness- or nutrition-related websites. However, if you have a strong social media presence or are good at e-mail marketing, you could be a successful affiliate. In reviewing your application, we may request examples of your promotional methods so that we can see what kind of content our logo or advertisements will be associated with.

## **WHAT KIND OF ACTIVITY IS PROHIBITED IN THE AFFILIATE PROGRAM?**

Please view our [Terms and Conditions](#) for a comprehensive look at what is and is not allowed in the Bodybuilding.com affiliate program.

## **HOW MUCH ARE COMMISSIONS?**

New affiliates with fitness- and nutrition-related content websites earn a 15% commission rate on orders completed by customers that are new to Bodybuilding.com, and a 5% commission rate on orders completed by customers that have shopped with Bodybuilding.com before. Please note that our tracking cookie is one-time-use only, so whether the customer is new or repeat, only one transaction they submit upon an affiliate referral will be eligible for commission. This means that in order for

affiliates to earn commissions on subsequent orders by a customer they refer, that customer will have to click through to Bodybuilding.com on that affiliate's link. Coupon-only promotion sites, can earn a flat 2% commission on all transactions. This does not mean that fitness-content sites can't promote special. The flat commission structure applies solely to sites that promote coupons only, without offering content similar to the content found on Bodybuilding.com. Commission terms for all affiliates are subject to change.

## **HOW OFTEN WILL I GET PAID?**

All transactions for each month lock on the 10th of the following month and payments are submitted to affiliates on or around the 20th. The minimum payout is \$25, paid to you on 15th of the month. You must have earned at least \$25 that month in order to receive payment. If the minimum payout isn't made, it will carry over to the following month.

## **DO I HAVE TO LIVE IN THE U.S. TO BE A BODYBUILDING.COM AFFILIATE?**

We welcome affiliates from all over the world!

## **WHY ARE CERTAIN STATES EXCLUDED FROM THE AFFILIATE PROGRAM?**

Unfortunately, the following states currently enforce a Nexus Tax Law: AR, CA, CT, GA, KS, ME, MI, MN, MO, NC, NJ, NY, OH, RI, and VT. Partnering with even one affiliate from any of those states would force us to charge a sales tax to every customer living in that state. Keeping our customer experience of the highest quality while keeping our prices as low as possible is our primary focus, so exposure to nexus is something we will adamantly avoid. Unfortunately, we cannot make any exceptions.