



Healthy and Wise Affiliates or School Fundraising

Earn money the easy way - join the Healthy and Wise Kids Affiliate program! Connect your visitors and parents from your school or organization's web site to Healthy and Wise Kids and earn \$10.00 for every qualifying Healthy and Wise Kids online subscription. Schools can raise funds while providing their families an integrated classroom/home health resource.

When a web surfer clicks through your affiliate link on your school or organization's web site, a cookie is set in their browser that contains your affiliate username. Also, their IP address is tracked in the database along with your affiliate name. When this person decides to buy a Healthy and Wise subscription, the script will look for this cookie and/or try to match their IP address to identify the affiliate who will be awarded the commission. Visitors sent through your affiliate link may make a purchase later in time and the commission will still be awarded if the cookie is present in their browser and/or they are using the same IP address as the one logged in the database.

How to get started:

- I. Go to <http://caprockpress.com/affiliates/> and click on create an account. You may want to print the registration form so that you can visit with your school administrator and obtain all required information so we can process payments to your school. If you don't have a PayPal account you will need to set one up so we can send earned commissions to your account. To set up a PayPal account, visit www.paypal.com and follow the directions for setting up an account. When you have all the information and permissions you need from your administrator, create an account so we may approve your affiliate request.
- II. Contact your school or district Webmaster and ask him/her for assistance placing the Healthy and Wise graphic link on your school or organization's web site. They will need to use your affiliate username and password to obtain the Healthy and Wise banner or link that customer's will link through on your web site. The banner is the size of the graphic at the top of this page. However, they will need to download the graphic with your Affiliate Code from our site.

- III. **Webmaster Instructions for downloading your Healthy and Wise affiliate link or banner to place on your web site:** Once an affiliate account has been created, you can use your username and password to login and follow the steps below:
- Click on **Affiliate Tools**
 - You have two options for putting your unique affiliate code on your web site. You can either copy and paste the link that is on the top of the Marketing Tools page and ends with a unique ID#, or you can click on Banners to download the Healthy and Wise graphic with your unique affiliate ID embedded.
 - To download the banner, click on **Banners**
 - Then, click **Select and Copy Code**. The Code will be highlighted. With the code highlighted, move your cursor into the box keeping the entire code highlighted and right click the mouse. Then, click on copy.
 - It is important that you paste the code in your web page while you are in your html editor and then save it. Once saved, you should be able to see the Healthy and Wise Banner in your regular text view. Email us at support@caprockpress.com if you have any problems or would like us to check your affiliate link on your site to make sure it is working correctly.
- IV. Use the Healthy and Wise parent letter template that was emailed to you when you created your affiliate account to encourage parents to go to your web site and click on the Healthy and Wise graphic to learn more about the online magazines or to purchase a Kids and Family Edition. You may edit the document to fit your school or organization's needs.
- V. Track your school sales through the affiliate tools available at <http://caprockpress.com/affiliates/> .
- VI. Affiliates must have a PayPal account and are continuously paid earned commissions to that account every two weeks.
- VII. If you have any questions about these steps, feel free to email us at support@caprockpress.com or contact us at 800-383-1927.