

# **iTunes Affiliates**

## **Frequently Asked Questions**

### **What is the iTunes Affiliate Programme?**

The iTunes Affiliate Programme allows you to place links on your Web site to the iTunes Store. You can link to songs, albums, artists, audiobooks and more. Earn a commission on all qualifying revenue generated by links posted on your Web site to iTunes.

### **Why should I sign up for the iTunes Affiliate Programme?**

iTunes is the world's number one music download store, providing music fans with the best digital music experience on PC or Mac.

In addition, to generate commissions you can add value and content to your site with special promotions from iTunes. iTunes offers the largest legal music download catalogue — more than six million tracks from all the major music companies and over 1,000 independent labels — so your customers are guaranteed to find music they will love.

Additionally, iTunes has partnered with TradeDoubler, the leading European Internet provider of innovative technology that helps affiliates sell more products and earn more commissions. TradeDoubler provides the technological interface that enables iTunes Affiliates to access iTunes links, track performance and get paid.

### **How do I sign up?**

Sign up [here](#). Once you complete the iTunes Affiliates registration form, you will receive an email from TradeDoubler regarding your participation as an affiliate in the TradeDoubler Network. Your email will contain your username and password. Subsequent to this communication, you will receive an email from iTunes regarding the status of your iTunes Affiliate Programme application.

### **What happens next?**

After you complete the registration form, you will be directed to review the TradeDoubler Terms of Service. Upon agreement to these terms, you will receive a welcome email from TradeDoubler with instructions to log in to your new affiliate account.

You will be notified by iTunes regarding the status of your application within three business days.

Once you have been accepted as an iTunes Affiliate, you will be able to access your account from [www.tradedoubler.com](http://www.tradedoubler.com). From there you can access all of the tools you will need to create links to iTunes.

To update your affiliate account, select the "Your Account" tab and select "Update Profile" from the left-hand column. Don't forget to select a security question and answer.

### **What does it cost to join?**

Nothing. It's free to become an iTunes Affiliate.

### **Is my site eligible to become an iTunes Affiliate?**

Any site can fill out an application, and we will accept a wide variety of sites into our programme. However, we reserve the right to refuse any site that does not comply with the Terms and Conditions.

### **If I have more than one site, can I still become an iTunes Affiliate?**

Absolutely. Just register each of your sites as sub-affiliates under one affiliate account and receive a single check for all of your sites.

### **How do I create iTunes links?**

Use your affiliate username and password to log in at [www.tradedoubler.com](http://www.tradedoubler.com). On the Create Links page for Apple iTunes, you will find banners and text links. As an affiliate you will also have access to the iTunes RSS feeds, and you can use the iTunes Link Maker to create direct links to any song, artist, album or audiobook on iTunes and create links to iMixes and iTunes Essentials.

### **How do iTunes links work?**

All links to iTunes will launch the iTunes software application and open to the Music Store. If a visitor to your site does not yet have iTunes installed, the link will redirect the browser to the iTunes download page first. iTunes links are compatible with Safari, Internet Explorer and

Firefox.

You can download iTunes free of charge at [www.apple.com/uk/itunes/download](http://www.apple.com/uk/itunes/download). You will need a Mac running Mac OS X or a PC running Windows 2000 or XP to visit the iTunes Store. However, you can include iTunes links on your Web site regardless of your operating system.

### **Can I sell music/host samples on my Web site?**

No. All transactions must take place on the iTunes Store.

### **How do I know how much money I've earned?**

You can access information on sales, commissions, visitors and impressions via the iTunes affiliate section at [www.tradedoubler.com](http://www.tradedoubler.com).

### **When do I get paid?**

You will receive a bank transfer each month, if your site referral fees reach £30 or more. If your referral amount is less than £30, your credit will be carried forward and a bank transfer issued when your site achieves £30 or more. To secure the timing of the payment, Apple and TradeDoubler maintain a reserve commission fund.

### **Why don't I see my commission?**

As an iTunes Affiliate you will earn commissions on sales generated on the iTunes Stores in Europe. Links to the Apple Store Online or the iTunes Store in the US do not earn commission through this programme.

### **How do I link to my favourite song/artist/album in iTunes?**

Use the iTunes Link Maker, available on the Create Links page of the iTunes affiliate interface. From there, search for the album you'd like to create a link to. Then simply select the arrow in the centre column. This link will point directly to that album page on the iTunes Store.

### **How do I make an iMix and promote it on my Web site?**

Learn more about creating an iMix here:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/publishedPlayListHelp>. Use the Individual Product Link creator on TradeDoubler to create an affiliate link to promote your iMix.

**Thank you for your interest in the iTunes Affiliate Programme.**