

Welcome to Routledge with CJ Affiliate

Getting the most out
of your affiliate
marketing
partnership with
Routledge



Routledge
Taylor & Francis Group





Contents

It is with great enthusiasm that we welcome you to the Routledge affiliate program on CJ.

In this welcome pack you will find all you need to know about being an Author affiliate, including how to sign up, how to create links and use available creative assets.

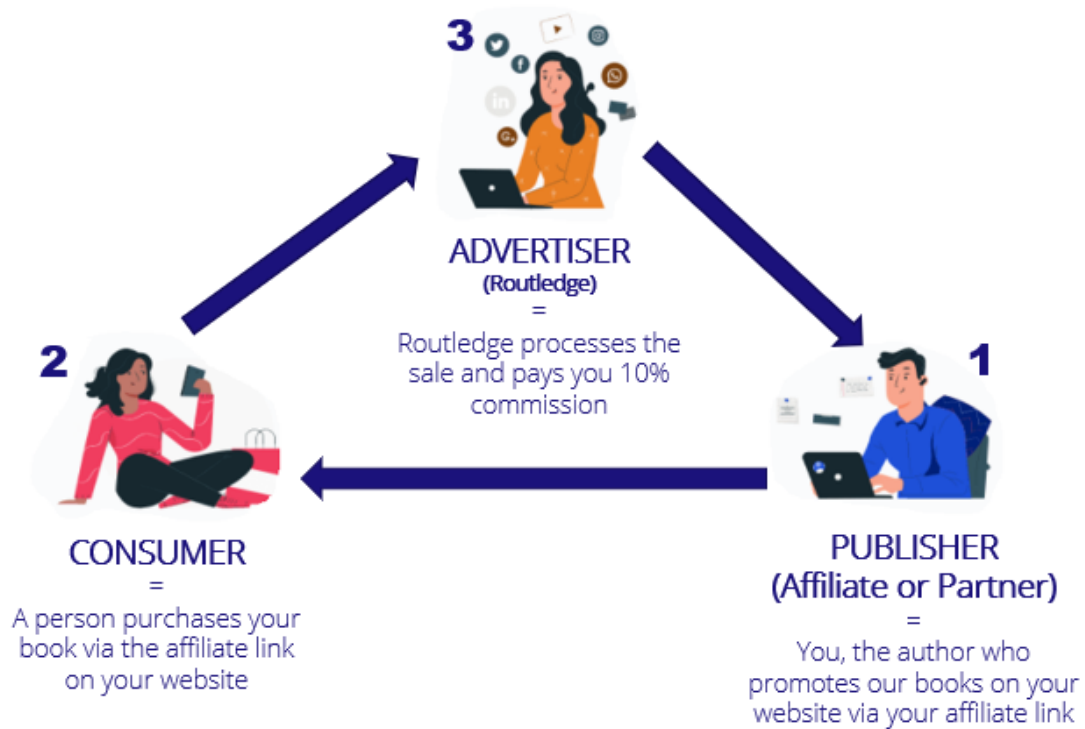
We want to equip you with all the tools you need to drive revenue and to generate commission.

Best wishes,

The Routledge Team at CJ

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Terminology Explained



How to Sign Up

Click [HERE](#) to sign up

Follow these steps:

1. If you have a CJ account, then login to join the program
2. If you're new to the CJ network, please follow the below steps for signing up to CJ
3. Please fill in all fields completely and correctly
4. Chose a password that is at least 8 characters long and includes a combination of letters, numbers and/or special characters, and does not contain your username
5. After the registration you will receive a verification email to create your own CJ Publisher Account
6. Click on the "Create My CJ Publisher Account" button in the verification email and you will be taken to a form to accept legal agreements. The two shorter agreements are simple checkboxes (age certification and certification of authority) and the three longer agreements are in collapsible sections (PSA, software and privacy policies)

You must scroll through and explicitly accept all five agreements before you can continue.

7. Your unique publisher CID (company ID) is now created, but at this point it is not visible to Routledge (who are an Advertiser). You can browse other Advertisers but cannot be seen by them or interact with them
8. Please always have your CID at hand when contacting CJ Support
9. You will now access the CJ Publisher (Affiliate Partner) onboarding checklist

How to Sign Up

Complete your CJ Publisher (Affiliate Partner) Onboarding Checklist

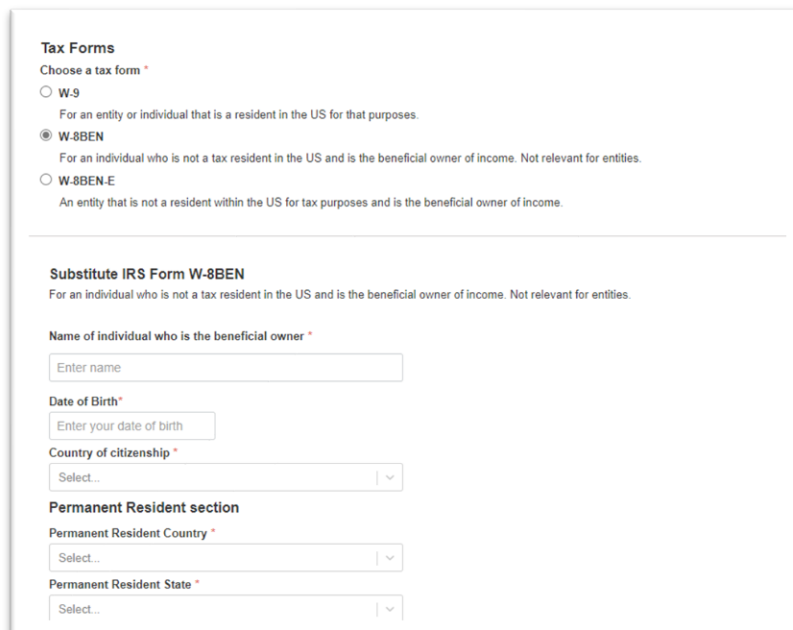
You are required to complete the following steps while in setup mode in order to earn commissions and get payouts from CJ Affiliate:

1. Complete setting up at least one user
2. Complete network profile (simply a short description about your website)
3. Set up at least one promotional property (your primary promotional property will be your website URL)
4. Provide company details (company name, address, phone, etc.)
5. Provide tax information
6. Provide bank account information
7. Answer some screener questions

Steps

1. Click on "Get Started" on any of the steps in the setup checklist, and a feature tour is launched
2. The feature tour walks you through the steps of completing each task. This gets you familiar with the platform in addition to completing the task
3. At the end of each task, you will be prompted to start the next task or return to the checklist
4. Once details are satisfactorily completed, the "Activate account" button will become available
5. When clicking on this button, your CID status will be changed from "set up" to "active." You are now able to apply to and receive offers from Advertisers, so search for 'Routledge'
6. Routledge, as the advertiser, will then be sent your application for approval
7. To accept a partnership offer from Routledge, please go to "Advertisers" → "Pending Offers"

How to Sign Up – Tax Forms



Tax Forms
Choose a tax form *

☐ W-9
For an entity or individual that is a resident in the US for that purposes.

☒ W-8BEN
For an individual who is not a tax resident in the US and is the beneficial owner of income. Not relevant for entities.

☐ W-8BEN-E
An entity that is not a resident within the US for tax purposes and is the beneficial owner of income.

Substitute IRS Form W-8BEN
For an individual who is not a tax resident in the US and is the beneficial owner of income. Not relevant for entities.

Name of individual who is the beneficial owner *

Date of Birth*

Country of citizenship *

Permanent Resident section

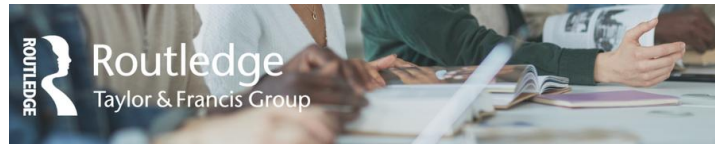
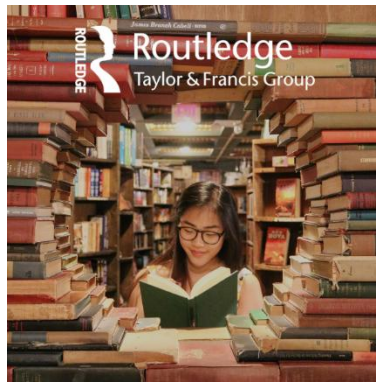
Permanent Resident Country *

Permanent Resident State *

Part of the CJ sign up process includes completing a tax form

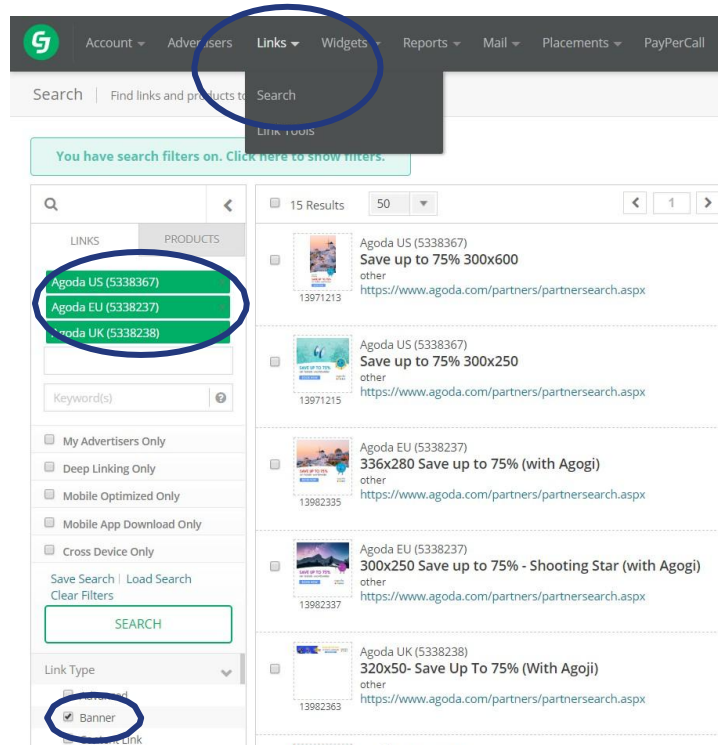
1. As CJ is a US company, operating in the US, we require that a tax form be completed by non-US residents
2. CJ are unable to provide advice on completing the form or to answer questions relating to this – there are however online resources, such as [this IRS website](#) which can provide some answers to questions you may have
3. Once you have completed the tax information, you will be able to proceed with the sign-up process

Creative Assets



These creative assets and many more are found on the CJ platform. Just follow these steps:

1. Log in to your CJ Publisher Account
2. On the top bar, choose Links > Search
3. Type the advertiser name
4. Play with filters to select "Banners"
5. Get your tracking html



When will I get paid?

From the point of a transaction being tracked, it can take up to 90 days for payment to be received.

There is also a minimum commission limit of \$50 (or your local currency equivalent) before payment to your bank account is possible.

Below are the key statuses you'll see when a purchase is tracked using your links:

New: Transactions are shown as "new" until validated.

Locked: Publisher (Author Affiliate Partner) commission has been confirmed.

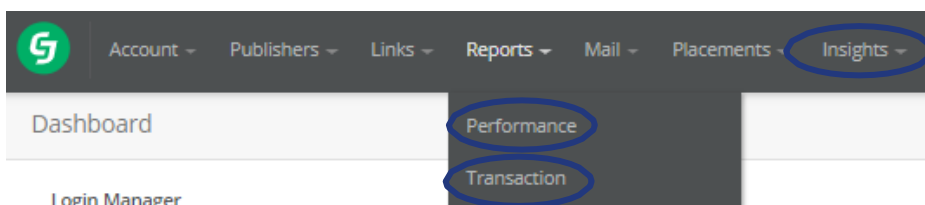
Closed: Transaction moved to "closed" once publishers have received payment

Common reasons you have not been paid:

1. Tax information is missing
2. Bank account details are missing
3. The customer has not yet checked out

How to Pull Reports

Useful Reports are found in your CJ Account under Reports. For period-over-period reporting and data visualisation, click into Insights.



Performance Report

- Helps you to see how your performance is trending
- You can choose your Performance metric from the dropdown under "Performance by"

Transaction Report

- Helps you look up specific transactions
- You can also pull reports with all transactions for a certain time period

Transaction | Review commission and transaction details

Commission Detail

Quick Search
Order ID Enter

Report: Commission Detail Date Type: Posting Date

Advertiser CID: All Action ID:

Status: All Website ID:

Commission ID	Advertiser CID	Action Type	Sale Amount (USD)	Order Discount (USD)
			\$0.00	\$0.00
			\$0.00	\$0.00

0 to 0 of 0

Good To Know

- Clicking on the leaflet allows you to add more metrics to your report. The pop up that appears has many drop-down lists, please explore what metrics are available for you here

Columns

Select: All None Expand All Collapse All

☒ Dates

- ☐ Click Date
- ☒ Event Date
- ☐ Locking Date
- ☒ Posting Date
- ☐ Booking Date
- ☐ Duration
- ☐ End Date Time
- ☐ Minimum Stay Duration
- ☐ Start Date Time

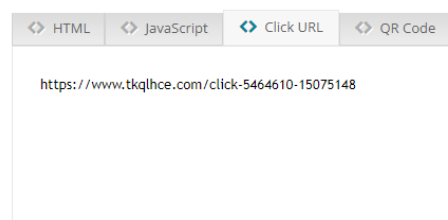
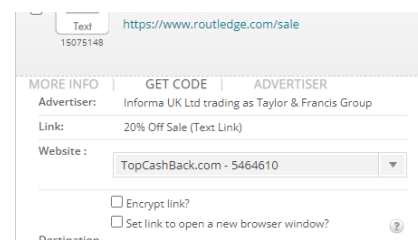
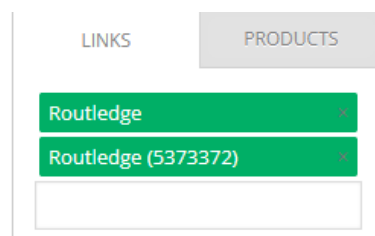
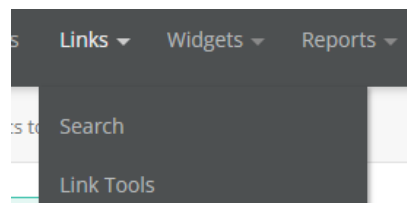
> ☐ Partnerships

> ☐ Transaction Details

How to create a New Link

Note: This is a general link to the main Routledge site. You can use this to get commission for any sale completed on the site

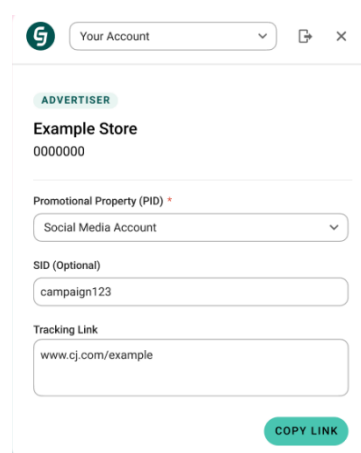
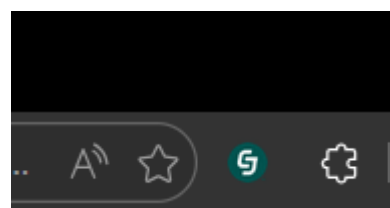
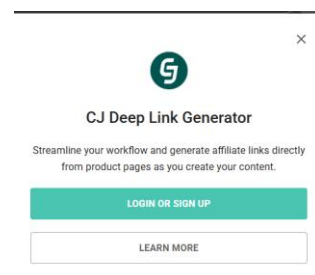
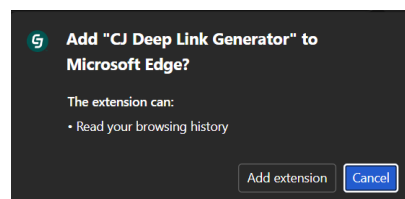
- To pull a link, navigate to the **Links** menu, and from there, choose **Search**.
- Search for Routledge** in the search panel to the left of the page.
- You will now see a list of links you can choose from. In this example, we'll use the **20% Off Sale Link**.
- Click the link, and it will provide you with a range of options you can choose to modify the link with. **Once completed, click 'GET CODE'.**
- To the right of these options, you will then be given a choice of different link types, including HTML and Javascript. In our example, we have chosen **Click URL**. The link is displayed in the text box beneath the buttons.



Creating a CJ Affiliate Link (Deeplinking)

Note: A deep link is a direct link to a specific page, meaning you can direct visitors specifically to your book

- Navigate to the Chrome Web Store or click [here](#) and click Get. You will be asked to add it to your browser. Click Add Extension.
- You will then be presented with this screen. Log in using the same credentials you signed up to CJ with.
- When done, navigate to the Routledge page your book is on. Then click the extension icon which looks like the CJ logo. You can pin this to your browser so it's always visible.
- When you click the CJ icon, you will see this screen, which allows you to choose your Promotional Property (if you have set multiple up) – choose the one you want. It will then provide a link.
- Copy this link and place it on your site. It will register the click and lead the visitor to your book page on Routledge.com





Important to Know – CJ Affiliate Links

Follow below guidance to ensure you are compliant with CJ's terms about how you promote your publications.

To ensure that you are compliant with CJ's terms, please update your CJ account with all of the websites or social media accounts you intend to promote your book on. These are known as 'Promotional Properties.'

This is important as CJ want to be sure that partners are aware exactly where their products (your books) are being promoted, and to prevent potential fraud.

To do this, navigate to Account > Admin > Promotional Property within your CJ account.

1. The Promotional Property Manager page displays
2. To add a new property, click on the Create Property button in the upper left-hand corner
3. To edit an existing property, click on the Edit button next the promotional property you want to edit
4. Complete the form.
5. Once you have completed all the required fields, the Submit button will activate
6. Click Submit to save your information
7. To return to the CJ Account Manager websites tab, click the "X" in the upper right-hand corner.

You should do this for every site or social media account you intend to place links on.

If you have any questions about the above, please contact CJ at routledge@cj.com and they will endeavour to assist.

Support

This Welcome Pack is designed to help you achieve scalable growth with Routledge. Should you need any other insights, please review the CJ Support Center

You can access the support centre by logging into the CJ Account Manager and selecting the question mark icon located in the top right-hand side of the page.



For further help, please feel free to reach out to us at routledge@cj.com

Many thanks and we look forward to growing our partnership with you.

Best wishes,

The Routledge Team at CJ