



Affiliate Programs

Participation in the Apple Vacations affiliate program requires your acceptance of the affiliate marketing program policies, terms and conditions.

Option #1: Travel Agency Affiliate Program

Allows travel agencies who have a web presence to have an Apple Vacations co-branded website with booking engine.

To participate in the Travel Agency Affiliate Program, agency owners/managers must log on to MyAppleOnline.com sign in then select Agent Tools then Apple Access. Registration details & Form are included.

Option #2: Affiliate Window Self-branded Affiliate Program

For individuals who publish a self-branded online consumer presence. This program is intended for companies who wish to have Apple Vacations provide full customer support to the individuals booking on their site.

Affiliate Window Self-branded Affiliate Program:

For individuals who publish a self-branded online consumer presence, Apple Vacations has teamed up with Affiliate Window to provide publishers with trusted third-party tracking, real-time reporting, and monthly commission checks. If you are already a buy.at Publisher, you can skip the form and sign up for the Apple Vacations Self-branded Affiliate Program directly [here](#).

Commission Structure:

As a Publisher, you will earn \$72 per booking through Apple Vacations

Banner Ads, Text Links, and Email:

Utilize our banner ads, text links, and email creative to start earning commissions

Cookie Length: 120 days

Keyword bidding policy now-4/30/19:

Brand term Allowed Uses:

1. Apple Vacations allows all partners to bid on Apple Vacations keywords, in order for a partner's ad to display. This applies to all keywords containing 'apple' and 'vacation' in it and for all match types
2. Here are some examples, but this is not an exhaustive list:
 - a. Apple Vacations
 - b. Apple Vacation
 - c. Applevacations
 - d. Applevacation
 - e. Applevacations.com
 - f. Apple travel
 - g. Vacations apple

Brand Term Bidding Parameters:

1. Bid Rules
 - a. Partners max CPC bid for Apple Vacations brand terms is \$0.40
 - b. Partners mobile bid modifier can be: less than or equal to -50%



- c. Apple Vacations reserves the right to occupy the higher position in any search result
- d. Partners should bid to achieve secondary positions

An advertiser's **Ad Rank** determines the ad position won during each auction. Ad Rank is a score comprised of your bid, auction-time measurements of expected CTR, ad relevance, landing page experience, and the expected impact of extensions and other ad formats (sitelinks, call outs, snippets, etc). *Source: <https://support.google.com/adwords>*
When partners outbid Apple (and each other), CPCs/cost for those shared terms can increase resulting in higher cost and shifts in position/Ad Rank. By managing bids to maintain the agreed upon position strategy on Apple Vacations brand terms, Apple and partners will reduce bid inflation and continue to capture relevant traffic.

Ad Copy:

1. Partners are not allowed to use Apple Vacations trademarks and brand terms in their Ad Copy, Title or Display URL, **for any reason**.
2. **Destination URLs:** Partners are not allowed to use AppleVacations.com in the **Display** or **Destination** URL (e.g. applevacations.com/?agentid=xxxxx)
3. **Dynamic Keyword Insertion is not allowed.** When using this feature, partners should ensure keywords in the dynamic insertion ad groups are not Apple Vacations brand keywords to eliminate the potential of Apple Vacations terms appearing in ad copy and putting them in violation of brand term usage guidelines.

Keyword bidding policy through 5/1/19 Onwards:

Branded terms which are off limits to affiliates include, but are not limited to:

- Apple
- Apple vacations
- Apple vacation
- Apple vacation packages
- Apple vacations deals
- Apple all inclusive
- Apple cancun vacations
- www.applevacations.com
- Apple Cozumel packages
- Apple Caribbean packages
- Apple Cancun packages

Search engine links

Affiliates utilizing search engine marketing and/or pay per click campaigns are not authorized to link directly to Apple Vacations web site through search engines; this refers to PPC keyword or text ad destination URLs as well as display URLs. Links within search engines must direct visitors to the publisher's web site, without redirects, and not to Apple Vacations. Affiliates are not authorized to use the URL of Apple Vacations or any variation thereof within their offline or online pay per click advertising. Affiliates are only allowed to link and promote their own web site/brand through search engines, not Apple Vacations.

Web site links

This policy also covers the use of the "Apple Vacations" trade name links provided by Apple Vacations. Approved affiliates may use the links, ad banners, graphics, and logos. These creative materials



provided by Apple Vacations may only be used within approved affiliate web sites, not within search engines or pay per click campaigns. Use of any other content (images, logos, text or screenshots) from applevacations.com without prior written approval is strictly prohibited.

Toolbars, browser extensions, adware or spyware is not permitted. Forcing clicks or cookie stuffing is not allowed.

Recommended keywords

DESTINATION EXAMPLES (i.e. "Cancun vacations", "Cancun getaway", "Cancun hotels", etc.):

- "Destination / activity" vacation(s)
- "Destination / activity" trip(s)
- "Destination / activity" travel
- "Destination / activity" getaway(s)
- "Destination / activity" resort(s)
- "Destination" hotel(s)

ACTIVITY EXAMPLES (Can also substitute vacation(s) with trip(s), travel,

- Getaway(s), etc.):
- Gaming vacation(s)
- Spa vacation(s)
- Family vacation(s)
- Golf vacation(s)
- Diving vacation(s)
- Romantic vacation(s)
- Ski vacation(s)
- Cultural vacation(s)
- Luxury vacation(s)
- Dining vacation(s)
- Adventure vacation(s)
- Shopping vacation(s)
- Sports vacation(s)
- Non-compliant affiliates

Apple Vacations has the right to monitor your site at any time to ensure that the website terms of use and the affiliate marketing program policies, terms and conditions are being followed. If an affiliate does not comply with any of the above terms and conditions the consequences are as follows:

- First offense: affiliate will receive notification from Apple Vacations and will be given two weeks to comply.
- Second offense: affiliate will be removed from the program.
- Third offence: agency will be removed from booking ALG

Apple Vacations reserves the right to terminate any affiliate from this program for any reason. Should this agreement be terminated you must immediately remove all links to applevacations.com from your web site.

Special Offers:

Apple Vacations continuously updates their featured promotions designed to take advantage of seasonality, price conscious consumers, and luxury travelers.

If you are not already an Affiliate Window publisher, please complete the sign up form [here](#).