

Generate your Affiliate Links



 Bookshop.org

Drive traffic to your storefront via:

- ✓ Storefront URL
- ✓ Curated Book Lists
- ✓ Unique “Your Affiliate Link” from a Specific Book’s Landing Page
- ✓ Embeddable Affiliate Widgets
- ✓ Digital Gift Card Affiliate Link



Now that you have joined our affiliate program and populated your storefront with your curated book lists, you can begin earning a commission (10% commission of the book's list price for Media Affiliates. 30% commission of the book's list price for Bookstore Affiliates) for any book your customers purchase through your affiliate links.

When driving sales to your storefront, there are six effective ways to self-promote to your audience:

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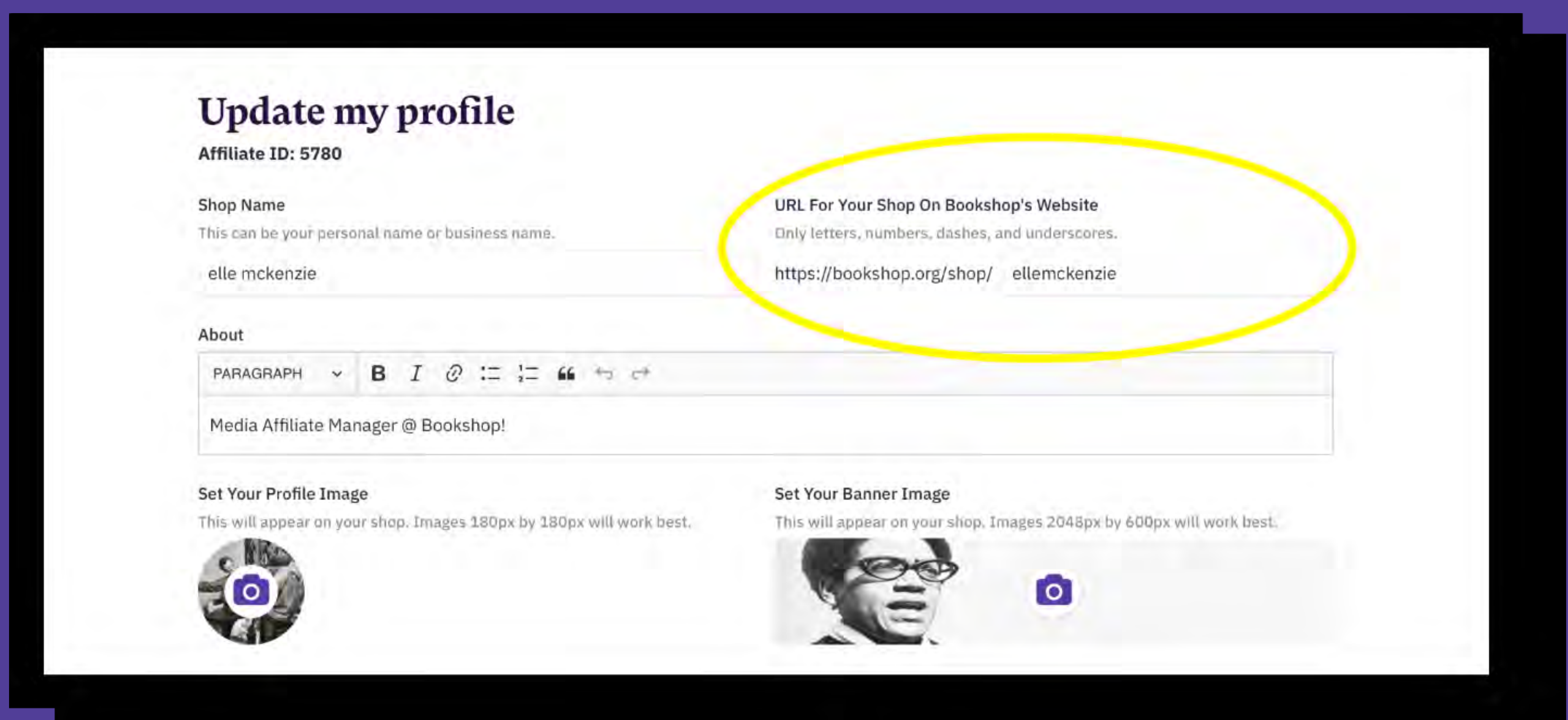
Storefront URL

When generating your storefront URL, you will use this formula:

<https://bookshop.org/shop/YourStorefrontURL>

For instance, my storefront URL is

<https://bookshop.org/shop/ellemckenzie>



At any time, you may change your storefront URL by visiting "Affiliate Profile & Lists" and adjusting your URL beneath "**URL For Your Shop On Bookshop's Website.**" Please be advised that any adjustment to your existing affiliate links will no longer work if/when the URL changes.

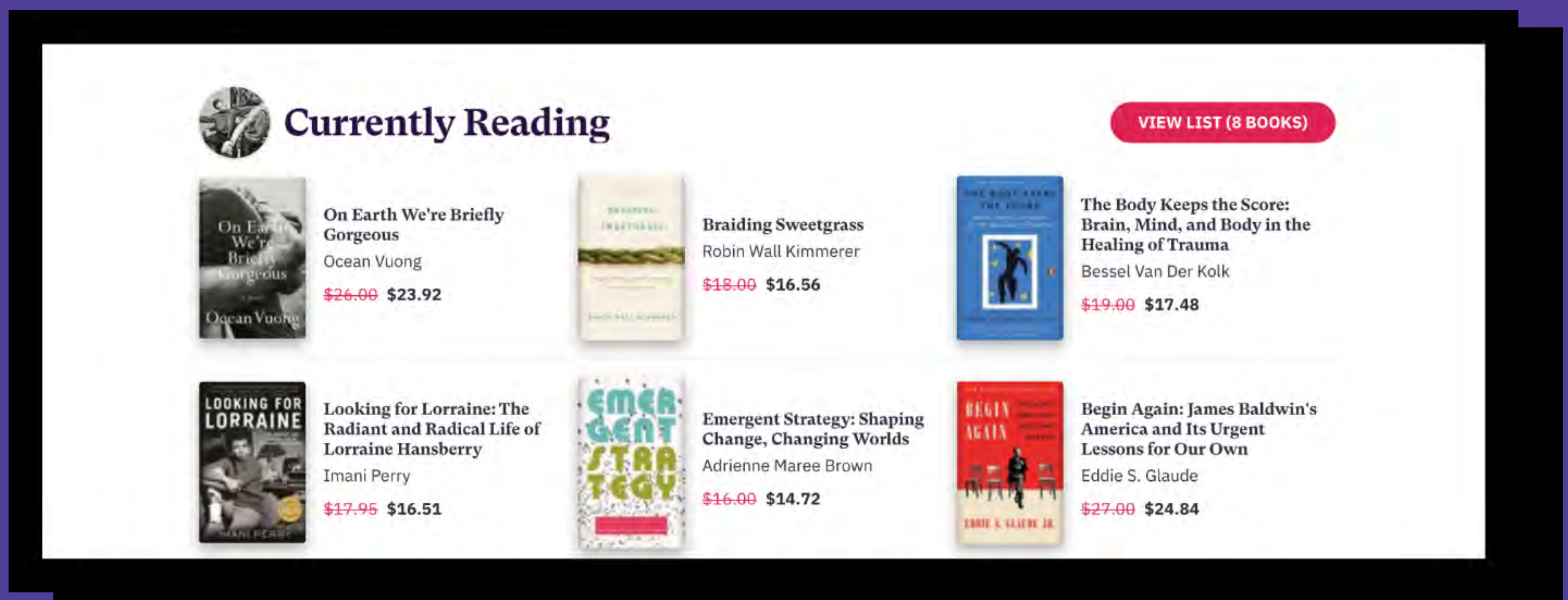
You may also snag your storefront URL by simply visiting your shop and copying your URL at the top of your browser.

Curated Book Lists

When generating URLs for your curated book lists, you will use this formula:

<https://bookshop.org/lists/YourBookListTitle>

For example, a direct link to one of my curated book lists is <https://bookshop.org/lists/currently-reading>



You may alter your book list titles at any time.

To do so, please visit "Affiliate Profile & Lists," scroll down to click on your desire list, then adjust the title in the text field. And, remember to save! Please be advised again that any adjustments to your existing affiliate links will no longer work if/when the URL changes.

Alternatively, you may also grab the URL of your book list by simply visiting your book list and copying your URL at the top of your browser.

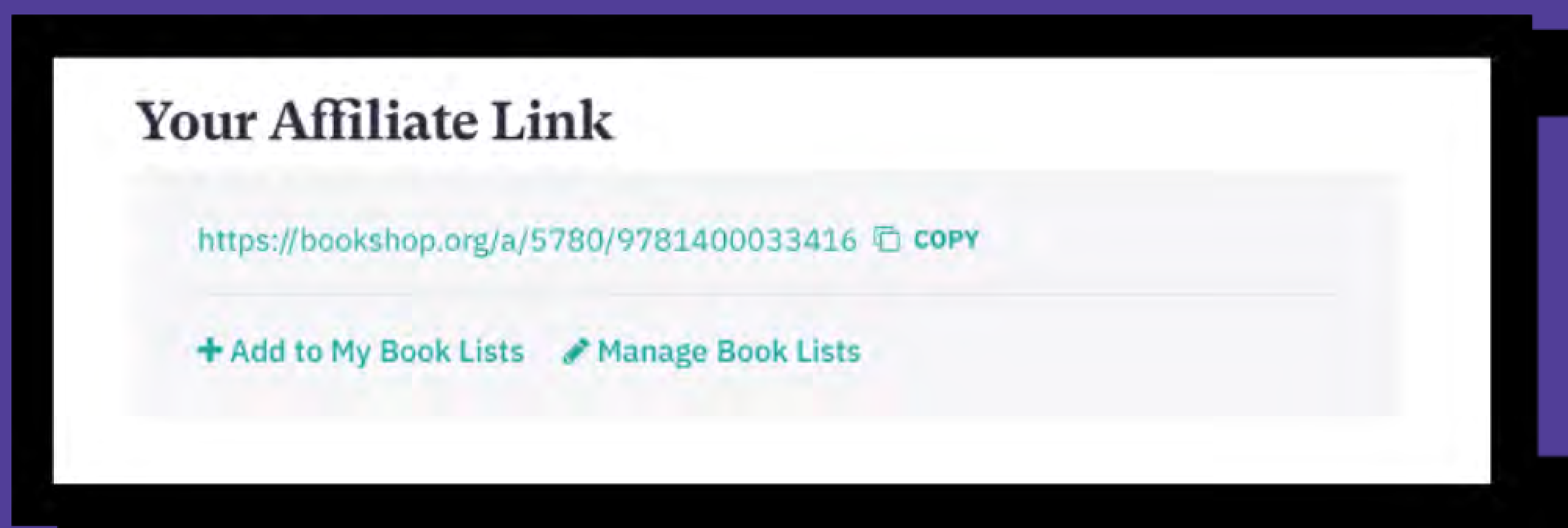
Your Unique Affiliate Link

When generating your unique affiliate link for an individual book, you will use this formula:

[https://bookshop.org/a/\[YourAffiliateID#\]/\[ISBN13#\]](https://bookshop.org/a/[YourAffiliateID#]/[ISBN13#])

To locate your affiliate ID number, simply visit "Affiliate Profile & Lists" and your number will be beneath "Update My Profile."

My affiliate ID number is 5780. To ensure I earn my rightful commission for purchases of *Beloved*, my affiliate link is: <https://bookshop.org/a/5780/9781400033416>



You may also locate your unique affiliate link for any individual book by visiting the book's landing page. To do so, please type the title or ISBN number in the search bar at the top of our platform. Once inside scroll down to "**Your Affiliate Link**" to copy and share the link anywhere you desire for your audience.

Embeddable Affiliate Widgets

Our Embeddable Affiliate Widgets are an excellent way to implement a direct link from your website to your Bookshop.org storefront.

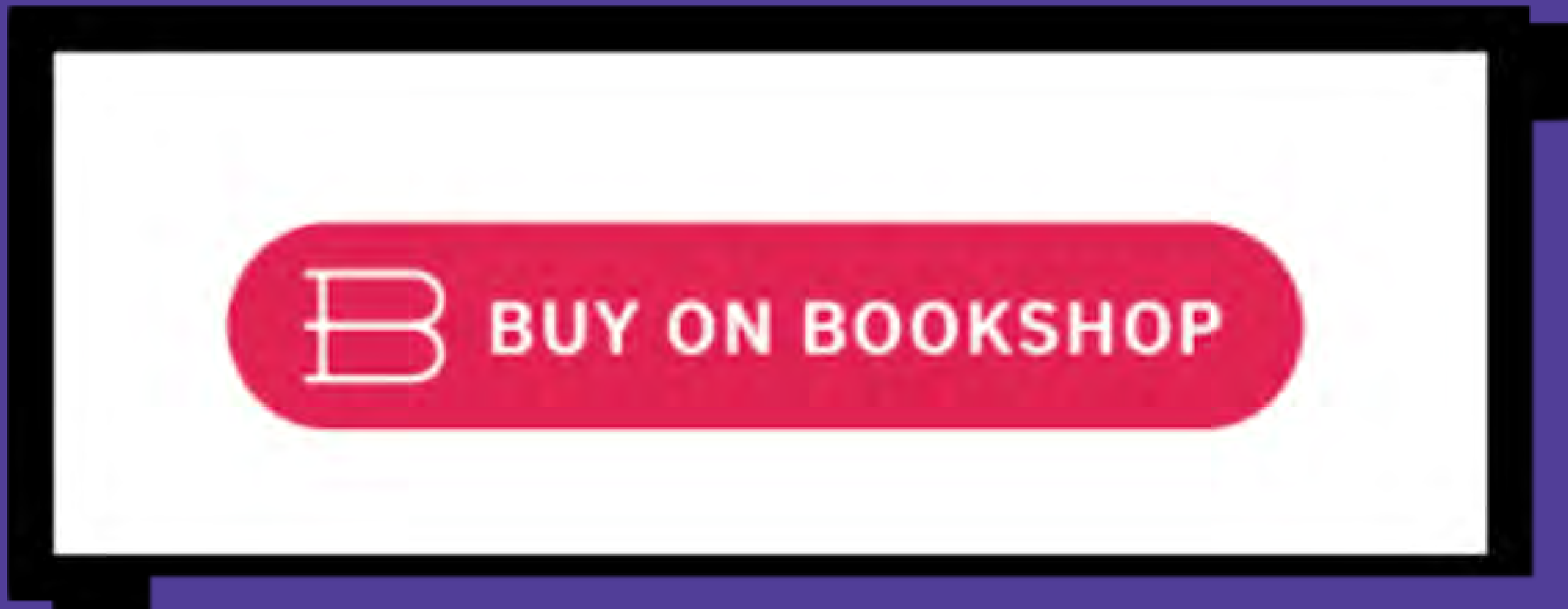
To add these widgets, simply search for the book you wish to promote on our platform. Scroll down to "Embeddable Affiliate Widgets" and copy the widget code you desire to add to your site. Then proceed to paste the code into the backend of your website.

The "**Book Widget**" will display the cover and price, as well as your storefront name and a "Buy This Book" button.

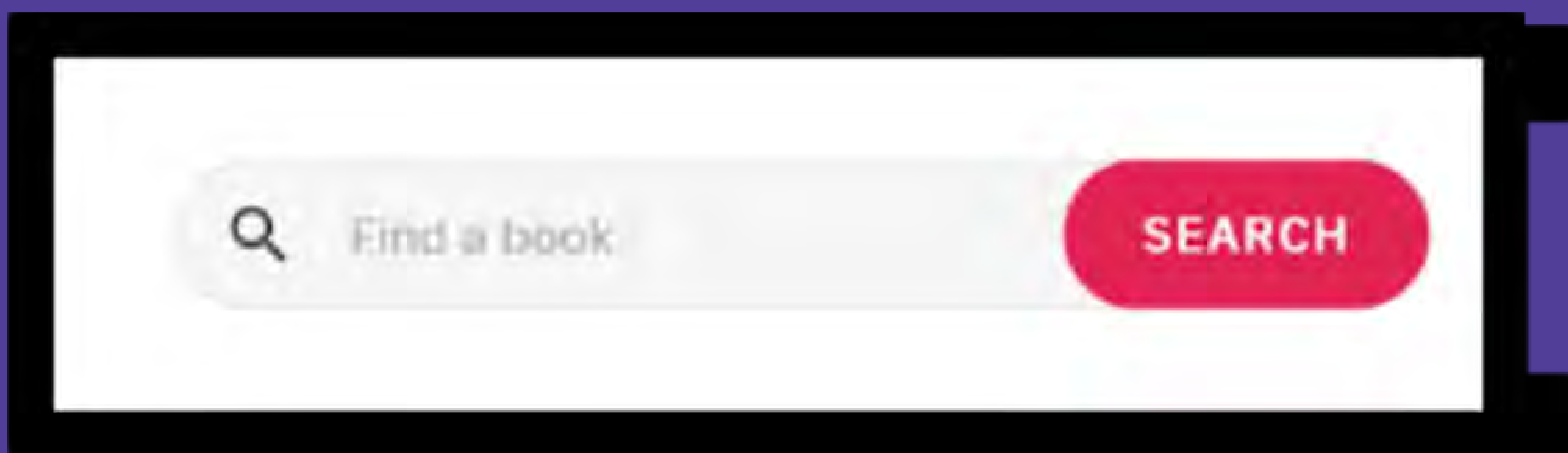


Embeddable Affiliate Widgets

The "**Book Button Widget**" will simply embed a "Buy On Bookshop" icon for your readers to click on.



The "**Search Widget**" will allow your readers to search for any book they are interested in reading and direct them to our platform, and you will be credited for that specific sale placed on our platform.



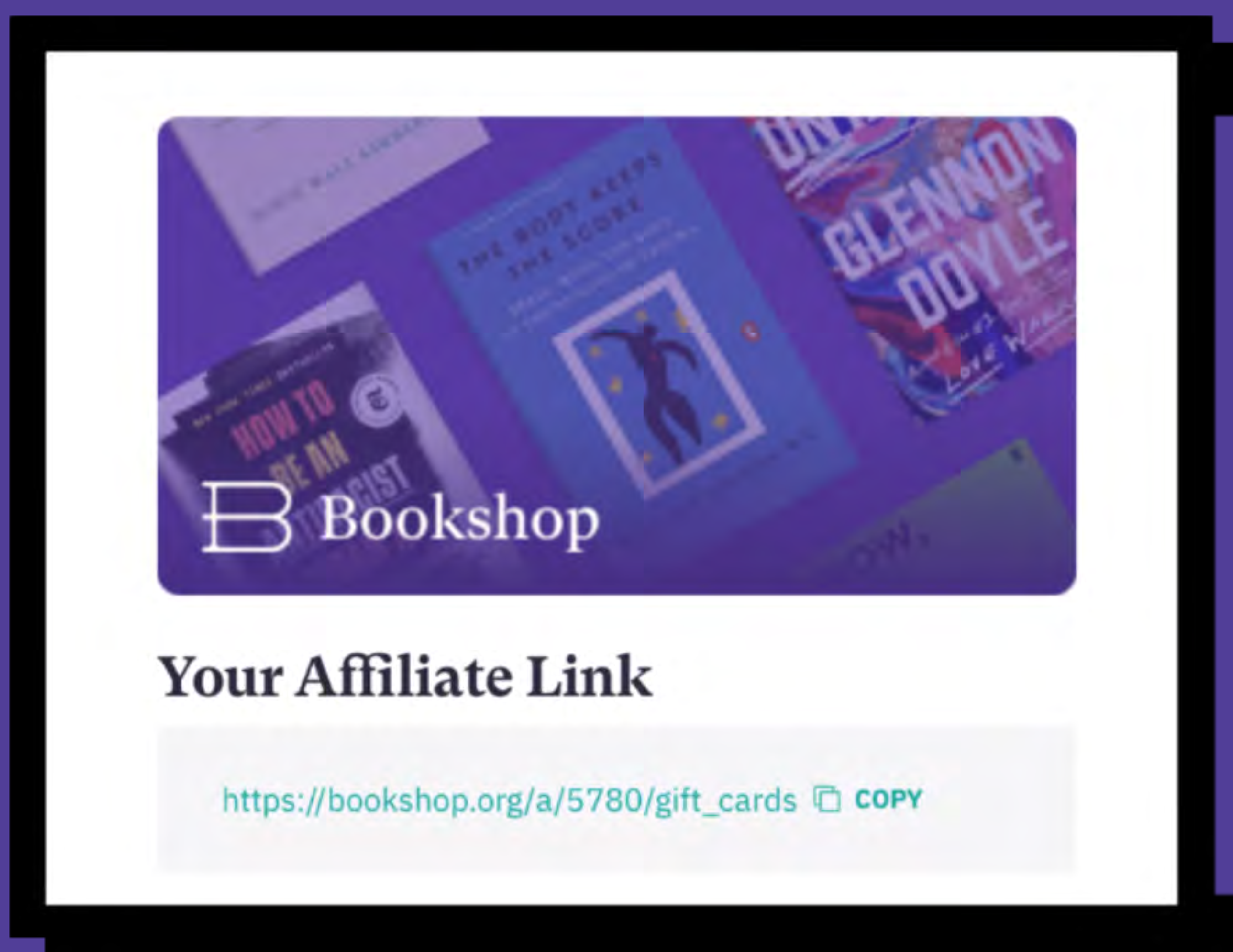
Digital Gift Card Affiliate Link

When generating your unique affiliate link for an individual book, you will use this formula:

https://bookshop.org/a/YourAffiliateID/gift_cards

For example, my gift card affiliate code is
https://bookshop.org/a/5780/gift_cards

As an alternative, you may also locate the gift card link for your storefront by simply clicking "**Digital Gift Cards Available Now!**" at the top of your browser. From there, scroll down to find "Your Affiliate Link."



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Any customer that comes to Bookshop via your affiliate links will be cookie'd and credited to your account for up to **48 hours for Media Affiliates and 180 days for Bookstore Affiliates**. You can also tell your loyal readers to bookmark your shop page and use it whenever they buy books online.

Questions? Feel free to email us!

For Bookstore Affiliates: sarah.high@bookshop.org

For Media Affiliates: elle.mckenzie@bookshop.org

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