This is your step-by-step guide to becoming an America’s Test Kitchen Affiliate. It may look like a lot of steps, but it’s really as simple as clicking a few buttons.
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About America’s Test Kitchen

America’s Test Kitchen is a real place: a no-nonsense, fully equipped test kitchen located in Brookline, Massachusetts, where a team of highly qualified test cooks and editors perform thousands of tests every year. The goal? To develop the best recipes and cooking techniques, recommend the best cookware and equipment, and rate brand-name pantry staples for home cooks, which are published in our two magazines, *Cook’s Illustrated* and *Cook’s Country*, in our growing line of cookbooks and special interest magazines, and on our websites, as well as featured on our public television series, *America’s Test Kitchen* and *Cook’s Country from America’s Test Kitchen*. We are devoted to a collegial approach to cooking—teams of editors, writers, and cooks engage in side-by-side comparisons, blind taste tests, and rigorous equipment tests to determine which is the best way to roast a chicken, which pans work and which ones don’t, which brand of ketchup tastes best, and so on.

Our recipes, equipment reviews, ingredient taste tests results, and kitchen tips are made available online through digital membership subscriptions to our websites; CooksIllustrated.com, AmericasTestKitchen.com, CooksCountry.com, OnlineCookingSchool.com.
CooksIllustrated.com

Access to over 20 years’ worth of obsessively tested recipes from the pages of *Cook’s Illustrated*, the magazine *The Wall Street Journal* calls “The food geek’s bible.” Test kitchen discoveries and innovative cooking techniques that changed the culinary world (like using time and salt to transform an inexpensive cut of beef into an ultra tender roast or boosting the flavor and texture of that back-of-the-bag chocolate chip cookie recipe with browned butter) are demonstrated in videos, photographs, and step-by-step illustrations. The site also includes up-to-date ingredient taste tests and equipment reviews that will help save time and money. Every recipe has a related content section, with links to recipe variations, how-to-cook tips, links to ratings of ingredients and equipment used in recipe preparation, and much more.

AmericasTestKitchen.com

Contains all 16 years of our public television show including immediate access to each and every recipe, tasting and testing, and science segment from our 351 (and counting) shows. The site features cast members familiar to more than 2 million weekly viewers who employ an unconventional, no-nonsense, but always entertaining approach to solving everyday cooking conundrums. Watch full episodes at your leisure, or select a how-to-cook video clip for a recipe that you want to make tonight. Every segment and season of public television’s most-watched cooking show is at your fingertips. You’ll also get the content and podcasts from our weekly radio show of the same name.
CooksCountry.com

Everything *Cook’s Country*, including every issue of the magazine and all eight years of our public television show *Cook’s Country from America’s Test Kitchen*. The site features easy-to-make recipes arranged both by type of dish and in categories like Southern Favorites, Best Brunch Dishes, and Historic American recipes. Learn everything you need to know about making your favorite dishes with the site’s comprehensive Cooking 101 Guides found in the How to Cook section, which feature core cooking techniques, essential ingredients and equipment, and the all-time best recipes for steaks, chili, grilled chicken, burgers, holiday pies, and much more. Creative menus for casual weeknight family suppers, holiday dinners, laid-back barbecues, dessert parties, and elegant weekend entertaining give you a great head start on planning and shopping. Stream full episodes and single video clips from every season of the show and access ingredient taste test results and equipment reviews from the magazine.
About the America’s Test Kitchen Affiliate Program

Through our Affiliate Program, we incentivize influential publishers (like you!) to promote our digital memberships by earning commissions on new members generated. eBay Enterprise Affiliate Network (EEAN) is the affiliate platform management tool we use with to facilitate publisher commissions, creatives, offers, and tracking. By partnering with a third-party platform, we ensure timely and accurate payments, centralized assets, and precise commission tracking for our publishers.

The content on our websites is accessible via digital membership to AmericasTestKitchen.com, CooksIllustrated.com, CooksCountry.com, or OnlineCookingSchool.com. New digital memberships typically start with a Trial period, varying in length from two weeks to a month, either free or for a nominal amount. At the end of the trial, members are charged for an annual or monthly membership according to the option they selected during sign up— unless they cancelled during trial.

Members can cancel at any time and receive a refund during their membership term. An average of 80% of trial members continue on as paid members but since cancellations do occur, we pay commissions only on trial members that do not cancel within 60 days. This is known as a “locking period” and is explained in more detail within Getting Paid.
About the eBay Enterprise Affiliate Network (EEAN)

With eBay Enterprise Affiliate Network you can earn commission by promoting advertiser’s products and services. With each transaction converted by your website, blog, or mobile app, you’ll earn valuable commission, with accurate and transparent reporting to show your campaign’s profit growth.

Your unique publisher ID allows EEAN to track your activity in the system. They provide you with detailed reporting, and process your payments for commissions earned. Publishers are paid twice a month, on the 1st and 15th. Payments are processed on the 24th for the 1st and the 10th for the 15th. Publishers must accrue at least $25.00 in locked commissions to be paid.
Joining the eBay Enterprise Affiliate Network (EEAN)

Request to become a publisher on EEAN. To submit your application, click here.

- Fill in all of the fields on the page
- In the Promotion Methods section, You may select whichever promotional methods you would like to use within the platform. The promotional methods we accept in our program are: Web Site/Content, Blog, CPA/Sub-Affiliate Network, certain methods of Paid Search (see FAQs for details), Merchant / Product Review, Email Marketing, and Search Engine Optimization (SEO). If you’re not sure what each promotional method means or what applies to you, please see our FAQs section.
- Please be sure to fill out your tax information. Send the completed paperwork by fax as described on the form, or scan and email it to: publisher-support@pepperjamnetwork.com. This will guarantee that you get paid in a timely fashion.
- e-sign the agreement and click SUBMIT!

Verification and Approval:

- You will receive an email to verify your email address. The sender will be this eBay email address: no-reply@pepperjamnetwork.com (if you don’t see it, be sure to check your spam folder).
- Note: It generally takes 24 to 48 hours to be approved. You will receive a second email confirming that you have been approved from: no-reply@pepperjamnetwork.com.
Becoming an America’s Test Kitchen Affiliate

Apply to the America's Test Kitchen Affiliate Program:

- Once you are an approved publisher on EEAN, you can join our program. Either apply to ATK, or we can apply to you as a publisher (shoot a message to affiliates@americastestkitchen.com).

- To apply to ATK, go into Advertisers > Find new advertisers. Filter by Advertiser Category > Food & Drinks

- Select America’s Test Kitchen Affiliate Program and click APPLY!

- Once you’ve applied, we will approve you into the program. From there, you can select our affiliate tracking links to use in your posts and you can download banner ads and text ads.
3 Placing Content and Deep Linking on your site

Content partnerships are a great way to leverage America’s Test Kitchen content on your site. As a content partner, you may write about one or more of our recipes or use them as a base recipe for your own original content creation. This type of partnership can also include using links to our recipes, equipment reviews, taste tests, and videos on your site (with citation). We publish new content every day on our sites and we’d love to find a way for you to highlight this on your pages. Shoot us an email and we can talk! While you are welcome to share an unlimited amount of links to our sites, affiliates may reprint one recipe per month of ours on their site, unless prior written approval is provided by our team.

Once you’ve decided on the content you’d like to promote, you will want to **deep link to our sites with the EEAN link generator** to track your audience’s purchases, ultimately leading to revenue. “Deep linking” creates a hyperlink that links to a specific piece of content (such as a recipe or equipment review) and appends your own unique tracking codes. EEAN uses that tracking information to give you credit for all purchases that result from your links.

**To Create a Deep Link:**

- Navigate to Creatives > Generic and click Code Options at the top. Under “Website Tracking” select your website and enter the Override Destination URL you’d like to use (this can be any URL you would like to link to, such as:

- Click Apply Options and now the code for America’s Test Kitchen Affiliate Program will go to that web address.

- Copy that generated code and paste it on your site anywhere you would like to link to content. You may generate and place as many links on your site as you would like.
To Place a Banner Ad:

- Navigate to Creatives > Banners and choose a creative you like.
- Click the “Get Code” button. You can filter by banner size to find what’s right for your site dimensions. We offer creatives in a number of sizes. Standard sizes are: 300x250, 728x90, 160x600. Retina sizes are: 800x667, 750x750, 800x103, 702x180, 540x450, 450x450, 375x375, 160x800, 360x720, 360x180, 264x93.
- Paste that code on your website anywhere you’d like ads to appear.
- Please note: retina images will appear at half the dimensions listed. Retina ads will cause the images to appear more clearly on different devices and screen sizes.
another promotional method we offer is text links. A text link ad is text on a blog or website that is hyperlinked to a specific page on another site, similar to a Google text ad or search result. America’s Test Kitchen text links look like this:

To Place Text Links:

- Navigate to Creatives > Text. Click “Get Code” and copy that to your site just like a banner ad.
Getting Paid

Publishers are paid twice a month, on the 1st and 15th. Payments are processed on the 24th for the 1st and the 10th for the 15th. Publishers must accrue at least $25.00 in locked commissions to be paid.

We offer commissions on digital memberships to AmericasTestKitchen.com, CooksIllustrated.com, CooksCountry.com and OnlineCookingSchool.com. All digital memberships for new customers include a 14-Day Free Trial period – commissions may be earned on every trial generated which stays on file after 60 days (including the 14 day trial period). This “cancellation locking” period is built in to be sure that customers do not cancel before paying for their membership. The program is set up this way to ensure we are paid on all sales before paying out commissions to publishers.

PayPal is EEAN’s preferred payment method. If you do not have a PayPal account, please go to www.paypal.com to apply. There are no fees associated with creating an account or being paid via PayPal through eBay Enterprise Affiliate Network.

To View Commission Information:

- You can view your commission history by clicking the ‘Reports’ tab > ‘Payment Reports’ > ‘Payment History’

- A summary of pending and locked (processed) commissions can be found in the Commission Summary located in the Reports tab.

To Inquire About Payments:

- Click HERE to view Payment FAQs on the EEAN website

- Email Izzy Darby: isabelle.darby@americastestkitchen.com or affiliates@americastestkitchen.com
FAQ

For the complete list of EEAN FAQ click here

Q: Which promotional methods do I select?
A: You may select whichever promotional methods you would like to use within the platform. The promotional methods we accept in our program are: Web Site/Content, Blog, CPA/Sub-Affiliate Network, certain methods of Paid Search, Merchant / Product Review, Email Marketing, and Search Engine Optimization (SEO)

Q: What do I do if my site uses different banner ad dimensions than what you have listed?
A: Get in contact with us and we can discuss custom creative options.

Q: How do I add a banner or text link to my site?
A: You can find creatives in the Creatives tab and select the type of creative you’d like to add. You can filter within the Creatives section by Advertiser, Advertiser Category, Promotional Type, Date, Banner Size, Deep Linking, Creative ID, and Keywords. For more information click here.

Q: What are the different creatives I can select?
A: Generic links, banner ads or text links. Click the “Creatives” tab in the main navigation to explore the options for our program. For more information on getting started with creatives, click here.

Q: What are generic links?
A: A generic link is an affiliate tracking link that will always remain active in an advertiser program. America’s Test Kitchen Affiliates will primarily use this link for tracking orders generates when they link to content on our websites, such as recipes, taste tests, or equipment reviews.
FAQ (continued)

Q: How do I deep link?
A: Select the desired creative type, filter by selecting ‘Yes’ under ‘Deep Linking’ which can be found on the left side of the page. Then select ‘Code Options’ at the top of the page and place the desired URL for the specific product in the ‘Override Destination URL’ box and hit ‘Apply Options’

Q: Is there an application deadline?
A: Nope! You can join at any time.

Q: What is a tax ID #?
A: Your tax ID is your Social Security number; e.g., 999-99-9999.

Q: What should I use for a company name?
A: You can use your blog name (Example: “Food Blog”).

Q: How will I receive payment for my commissions?
A: For information on commission payout, please see this article.

Q: Do I need to fax my W-9 or Can I scan it?
A: Yes, you must send your W9 in order to be paid. You can access a W-9 form HERE. Please note that your payment will be on hold until we receive your W-9 form. You can fax it or scan and email it to: publisher-support@pepperjamnetwork.com
FAQ (continued)

Q: What do each of the Promotional Methods mean?
A: Here is a glossary of Promotional Methods:

**PAID SEARCH** – Publishers promote merchants through pay per click on Google and other search engines. Example: IM Wave. **We only allow bidding on non-branded keywords. We do not allow bidding on branded search terms, trademarks, or names of individuals on our television programs.**

**LOYALTY** – These publishers offer consumers (their thousands of loyal members) an incentive for shopping through this site, such as cash back on every purchase, points for air miles, or dollars toward college. The incentive varies by merchant and is based on what percentage of commission the affiliate is earning per sale. Examples: Upromise, Shop At Home, Ebates

**TOOLBAR (DOWNLOADABLE SOFTWARE)** – These partners have toolbars that members download on their computers. These toolbars serve as reminders for future shopping to direct the consumer/member back to the site to purchase through the affiliate. Examples: Upromise, Shop At Home, Ebates

**SEARCH ENGINE OPTIMIZATION (SEO)** – Affiliates can help increase organic search results

**CPA / SUB AFFILIATE NETWORK** – Niche specific affiliates. Example: Rewardstyle.com for fashion affiliates

**SOCIAL SHOPPING** – Allowing publishers to promote through FB, Twitter, Linked In, etc.

**WEB CONTENT** – Any site that has content surrounding a certain topic. Example: blog
FAQ (continued)

DIRECT LINK – Clicks right to the advertiser website through PPC

COMPARISON SHOPPING – Publishers promote using the merchant’s product feed. Data feed would also include shopping comparison sites. Example Shopping Comparison Affiliates: Shopping.com, Shopzilla.com

MOBILE TRAFFIC – Affiliates have mobile enabled websites where your creative ads can be displayed

COUPON – Promote merchants by posting deals/coupons on their site. Example: RetailMeNot.com, Coupon Cabin, Coupon Mountain.

INCENTIVE – Promote merchants by offering cash back for filling out offers.

PRODUCT FEED – If you upload your product data feed, affiliates can place product images on their site. Example: www.TheFind.com

MERCHANT / PRODUCT REVIEW – Affiliates can provide review after sampling product from merchant, post links/banners near the review

MOBILE/TABLET APPLICATION – Affiliates can promote your ads in mobile and tablet app.

Additional Questions?

Email: affiliates@americastestkitchen.com