Using Affiliate Banners
Guidelines for Apple Online Store Affiliate Publishers

Overview
The Apple Online Store is the world’s #1 resource for the purchase of Apple products online. When your company is approved to use an Apple-provided asset such as a web banner or Apple Store web badge to direct your customers to the Apple Online Store, it is important to use those assets correctly as shown in these guidelines.

Apple-provided assets
The Apple-provided assets shown in these guidelines are for use only by Apple Online Store Affiliate Publisher partners (affiliates) that have agreed to the terms and conditions of the Apple Online Store Affiliate Publisher program and have been approved to participate in the program. The assets can also be used by third-party companies that have permission from Apple. To correctly represent your affiliation with the Apple Online Store on your website, you must follow these guidelines whenever Apple-provided assets are used. Apple reserves the right to withdraw permission to use the assets anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

Apple assets:
- iPod touch
- Apple web banner
- Apple Store web badge

Apple assets, including banners, badges, and product images for some affiliate categories, are provided only through the affiliate vendor interface or data feed. Never copy or download images or assets directly from Apple’s website or the Apple Online Store. Use only the assets provided to you through the affiliate vendor interface or data feed, in accordance with these guidelines.
Apple Web Banners

Apple provides web banners in a variety of sizes with a wide range of product and promotional messages.

** Localization**

Apple provides localized banners for each Apple Online Store region. Do not translate an Apple banner on your own. For localized Apple assets, contact the Apple representative or Apple's approved affiliate vendor in your region.

**One banner per web page**

Display only one Apple banner on a web page. For example, you can display one iPod banner or one Mac banner on a web page, but do not display both banners. Do not repeat a banner multiple times on the same page.

**Placement**

The Apple banner must be placed in the advertising area at the top or side of the web page. One banner featuring a seasonal promotion can be placed within editorial content (see page 6). It is preferred that the Apple banner accompany content relevant to the promotion shown on the banner and be placed near that content on the page.

**Size**

Use Apple banners at the size provided whenever possible. The banner can be reduced to fit your layout, but do not enlarge the banner. Maintain the banner's proportions. Do not alter the banner layout to make it fit your web page.

**Web page content**

Do not use Apple-provided banners as your primary source of content. Apple banners are developed to support your content and direct customers to the correct location on the Apple Online Store. Never use Apple headlines and copy as if they are your own.

**Web page layout**

Your website should reflect your company's unique look and feel. Do not imitate the layout of the Apple Online Store, Apple's website at www.apple.com, or the layout and design of Apple banners. Do not copy graphic interface elements such as menu bars and buttons from Apple's website at www.apple.com.
The Apple banner must be positioned in the advertising area at the top or side of your web page, preferably near content related to the Apple promotion shown on the banner.

Do not use more than one Apple banner.
Avoid Mistakes
Avoid these common mistakes when using Apple web banners.

Avoid Banner Mistakes

Best new products!

Do not place an Apple banner within another banner.

iPod touch
Now from $229
Buy now

Do not add violators, type, or graphics to an Apple banner.

Best Online Rebates

24/7 SUPPLY get answers!

Do not place other banners or messages in an Apple banner.

iPod touch
The funnest iPod ever
From $229
Buy now

Never distort an Apple banner. Use it at the size and proportions provided.
Avoid Layout Mistakes

Do not use multiple Apple banners to create your web page content. Your web page should feature content created by your company.

Do not remove an Apple product photo from an Apple banner and use it alone. Do not rearrange the elements of a banner or create a new banner. Never display only a portion of an Apple banner.
Apple Banners Within Editorial Content

Editorial content that analyzes a business, industry, or product or offers the author’s opinion usually appears in the center section of a web page.

Only one Apple banner featuring a seasonal promotion can be placed in your editorial content area. For example, Apple banners that feature promotions for holidays (Valentine’s Day, New Year’s Day), gift-giving days (Mother’s Day, Father’s Day), or Back to School offers are acceptable. The Apple seasonal banner must be placed in a secondary position near the middle or side of the editorial content.

If a seasonal Apple banner appears within your editorial content, do not place additional Apple banners in the advertising area at the side or top of the page.

Never place a banner featuring an Apple product promotion within your editorial content. Product banners must be placed only in the advertising area at the side or top of the page.
Apple Store Web Badge

Apple provides a web badge that features the Apple Online Store identity—the name Apple Store set in specially designed type along with the Apple logo. The Apple Store web badge is for use only when an affiliate displays a group of company logos related to the affiliate offer.

![Apple Store Web Badge](image)

Never use the Apple logo alone on Apple Online Store affiliate communications. Use the Apple Store web badge to represent the Apple Online Store.

The Apple Store web badge is provided by Apple in one size. Color variations of the badge are available for certain promotions or for seasonal use. Select the badge that provides strong contrast against your background color.

Size

The Apple Store web badge should be used at the size provided. Do not reduce or enlarge the badge without permission from Apple. Do not alter the layout of the badge in any way.

Placement

One Apple Store web badge can be used to identify the Apple Online Store in a collection of logos identifying companies related to the affiliate offer. One Apple Store badge can be used on a page dedicated to Apple product promotions if you apply the same treatment on dedicated pages for other advertisers.

Use only one Apple Store badge on a web page. The badge must be equivalent in size and placement to other companies’ logos. It should not be larger than other companies’ logos or placed in a more prominent position.

Using the Apple Store Badge

The Apple Store badge can be placed on a solid background or on a tile or containing shape, as long as it is treated in the same manner as other companies’ logos.
Avoid Mistakes

Avoid these common mistakes when using the Apple Store web badge.

Avoid Badge Mistakes

Do not place the Apple Store badge within a banner.

Do not use the Apple Store badge as part of your menu options.

Do not use the Apple Store badge as a navigation device.

Do not place the Apple Store badge within editorial content.
Keep Apple Assets Current

Apple continually updates the assets that are available to affiliates. In order to assure that affiliate partners have the most up to date banners, Apple requires that websites use affiliate program vendors hosted links. Hosting links in any other way is prohibited.

Linking to the Apple Online Store

Apple banners and badges are provided via code from the affiliate vendor interface and contain a link to the corresponding page on the Apple Online Store. Do not host a banner or badge outside of the affiliate program vendors hosted links. Apple product-related text in body copy can also link to the Apple Online Store. For complete information on linking to the Apple Online Store, refer to your Apple Online Store Affiliate Publisher program documentation.

Never link an Apple banner to an Apple reseller’s web page. Instead, use a banner provided by the reseller.

Promoting the Apple Online Store

Using the name Apple Online Store

When using the name Apple Online Store in headlines or copy, always typeset it as three words, each with an initial capital letter followed by lowercase letters. Do not translate the name in headlines or body copy. Always set Apple Online Store in English, even when it appears within text in a language other than English.

Avoid mistakes

Here are some common mistakes to avoid when you promote Apple product offers in your communications:

- Do not incorporate Apple assets (Apple banners, the Apple Store badge, or Apple product photography) or the Apple logo in headlines or body copy.
- Do not use headlines, copy, or images from the Apple Online Store or from Apple’s website at www.apple.com.
- Do not suggest ownership or customization of the Apple Online Store. For example, do not say Use points to shop at our Online Store from Apple. Instead say Use your points to shop at the Apple Online Store.

Typography

All headlines and body copy on your website that refer to the Apple Online Store or to any Apple product should be typeset in a manner that is consistent with your company’s identity. Do not imitate Apple typography. Apple uses a proprietary version of the Myriad font. Under no circumstances are Apple Online Store Affiliates permitted to use Apple’s font in their communications. To avoid customer confusion, do not use other versions of Myriad, such as Adobe Myriad, in your communications.
Using Trademarks and Credit Lines

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company’s products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Apple trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investment Apple has made in its trademarks.

Trademark symbols
Use the appropriate symbol (TM, SM, or ®) the first time any Apple trademark appears in your copy. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark symbols. Do not use these trademark symbols in communications that will be distributed outside the United States. Do not add trademark symbols to Apple banners, the Apple Store badge, or other Apple–provided assets.

Credit lines
Include credit links in all communications, listing the Apple trademarks that appear in your copy. Always list Apple and the Apple logo. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark names and status. Make sure the spelling, capitalization, and punctuation are correct. Place the trademark credit links with other legal notices in your communications.

Selecting a website address
Your website’s address, or domain name, is subject to Apple’s Trademark Guidelines at www.apple.com/legal/trademark/guidelinesfor3rdparties.html. You may not select an identical or virtually identical Apple trademark as a second-level domain name for your website. However, you may incorporate Apple trademarks in your domain name if you meet all of the following criteria:

- Your domain name does not consist solely of an Apple trademark or trademarks.
- Your site is editorial and/or provides information about Apple’s products.
- Your site is not a commercial website or an e-commerce website that sells products or services online.
- Your domain name or website does not imply or create a sense of endorsement by, sponsorship of, or false association with Apple or Apple products or services.

Here are some examples of unacceptable and acceptable web addresses:

- **Not** acceptable for any website:
  - imac.com
  - imacapple.com
  - imac-apple.com
  - ipodnano.com

- **Not** acceptable for an e-commerce website:
  - appleproducts.com
  - cheapmacbooks.com
  - macdeals.com
  - ipodaccessories.com
  - podmart.com

- Acceptable for an editorial, informational website:
  - appleinfo.com
  - macdeals.com
  - iphoneneews.com
Nothing in these guidelines authorizes you to use Apple trademarks in your business name or product names, as detailed in Apple’s Trademark Guidelines.

For more information about using Apple trademarks, visit www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

If you have questions after you have reviewed the information provided on the Apple legal website at www.apple.com/legal, contact the Apple Trademark Department via email (appletm@apple.com). Allow up to one week to receive a reply.

Apple Approved Offer Copy

When writing about Apple products, do not misrepresent Apple or exaggerate the offer. Here are a few rules to abide.

Offers

Apple does not issue coupons or vouchers, so please do not represent our offers as coupons or vouchers. If necessary you can use the term “Offers”.

Other prohibited terms -

Discount – Do not use the term discount to describe Apple offers.

Price Language

For Apple Education Pricing, you can say “Save up to $200 on a new Mac”. Student and Educator Pricing – We prefer that when referring to our educational pricing that it is referred to as “Apple Education Pricing for Students and Educators”.

Free Shipping

When promoting free shipping, it is desirable to also state the minimum order amount along with it, such as “Free Shipping on orders over $XX”. You can also mention specific products that qualify for free shipping: “Free shipping on iPad” or “Free shipping on iPad and other orders over $XX.”

For More Information

To obtain Apple assets, contact the Apple account representative or sales administrator in your region or refer to your Apple Online Store Affiliate Publisher program agreement and work with Apple’s approved affiliate vendor in your region.

If you need more information or have questions about using these guidelines, contact the Apple representative or Apple’s approved affiliate vendor in your region.