



Publisher Media Kit Guidelines

The Performance Marketing Association

Media Kit FAQs

- **What is a media kit?**
 - A media kit is an informational document about your website/blog/service/tool that contains important details about your company along with demographics of your audience. It is typically one or multiple pages and is delivered in PDF format. It is important that you format to also be utilized as a presentation. A media kit helps an advertiser determine if you are a good fit for their brand and affiliate program, it can also assist in determining whether or not a merchant books placements. You should use this as an opportunity to showcase your capabilities and opportunities as a partner for an advertiser
- **Who should receive my media kit?**
 - If you have a day-to-day contact at an affiliate network or brand, you should share your media kit with them. It is especially important to be sharing with an affiliate networks publisher development team. They can assist in circulating to a much larger audience. Having a media kit is a great way to grow the number of partners you can feature on your site.
- **How often should I update my media kit?**
 - You should review your media kit on a quarterly basis to ensure the information is still accurate . If any changes are made, be sure to share them with the appropriate parties.

Items to Include

Below are the items that are typically found within a Publisher Media Kit. Not all of these items will be applicable to all publishers so provide as much detail as you are able to. This should be a document that is continually updated as you continue to grow and scale.

- **Logo**
- **Publisher Name**
- **Contact Information**
- **Network Information**
 - Network Options
 - Network Account Information
 - Commission Requirements
- **Publisher Overview**
 - Publisher URL, Websites
 - Publisher Background
 - Publisher Demographics
- **Placement Options**
 - Example
 - Cost (Commission Increase or Flat Spend)
 - Average Metrics
- **Case Studies**

Best Practice Alert! This should be designed to review as a presentation, but also a standalone document.

Media Kit Format Outline

Example Cover Page Layout

Logo

Publisher Name

Contact Info/Presenter

Logo

Network Details

'Publisher' Network/Commission Details:

Publisher Network Details:

- Network #1: Account Identifier
- Network #2: Account Identifier
- Network #3: Account Identifier
- Network #4: Account Identifier
- Network #5: Account Identifier
- Etc.

Publisher Commission Requirements:

- Beauty Vertical: X Rate (\$/%)
- Apparel Vertical: X Rate (\$/%)
- B2B Vertical: X Rate (\$/%)
- Home/Household: X Rate (\$/%)

Logo

About 'Publisher'

About 'Publisher'

Logo

'Publisher' Story/Details/About Section:

- Founder Story
- URL, Properties
- Promotional Methods
- Mission Statement
- Goal
- FAQs
- Etc.

'Publisher' Demographics Section:

- **Vertical Details**
 - Ex. Home, Beauty, Apparel
 - Metrics on Vertical Performance
- **Audience Profile Details**
 - Male/Female
 - Age
 - Location
 - Device Type
- **Include Visuals**
 - Pie Charts
 - Graphs
 - Etc.

Logo

Available Placements

Placement #1

Logo

Placement Details:

- KPIs/Average Performance Metrics
- Benchmark Performance
- Assets Needed
- Timing Details
- Targeting Details
- Audience
- Cost

Include all details available on the opportunity you are presenting to the merchant.

Image/Example of Placement

Placement #2

Logo

Placement Details:

- KPIs/Average Performance Metrics
- Benchmark Performance
- Assets Needed
- Timing Details
- Targeting Details
- Audience
- Cost

Include all details available on the opportunity you are presenting to the merchant.

Image/Example of Placement

Placement #3

Logo

Placement Details:

- KPIs/Average Performance Metrics
- Benchmark Performance
- Assets Needed
- Timing Details
- Targeting Details
- Audience
- Cost

Include all details available on the opportunity you are presenting to the merchant.

Image/Example of Placement

Logo

Case Studies

Case Study #1

Brand x Publisher

Case Study Details:

Logo

Applicable
Imagery/Charts/Graphics

Case Study #2

Brand x Publisher

Case Study Details:

Logo

Applicable
Imagery/Charts/Graphics

Case Study #3

Brand x Publisher

Case Study Details:

Logo

Applicable
Imagery/Charts/Graphics