Contents

The Springer Nature Author Affiliate Program 4
This manual guides you step-by-step through the process of registering for the program. Learn how to create links for your publications and get an overview of the functionality of your account dashboard with our partner CJ Affiliate.

Registering for the program – short Version 4

Registration process — explained step by step 5

Account Settings 6

The CJ Dashboard - Overview of Activities in Your Affiliate Account 9

Integrating advertising tools 10
Finding ready-made advertising tools 10

Creating direct links (Deep Links) 11
Using product lists 13

Creating your own advertising tools 15

FAQ: 18
What is the Springer Nature Author Affiliate Program? 18

How can I join the Springer Author Affiliate Program? 18

What is CJ? 18

Which authors are eligible for the program? 18

What conditions do I have to fulfill to join the Springer Nature Author Affiliate Program? 18

Can I link to Springer Link publications? 19

How can I link directly to my publication in the Springer Shop? 19

Will it cost me something to join the Springer Nature Author Affiliate Program? 19

How will I be rewarded? 19

Who should I contact if I have a question? 19

Once I’ve registered, what happens next? 19

Can I use the advertising tools anywhere I want to on my website? 20
<table>
<thead>
<tr>
<th>Question</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can I best advertise my publications?</td>
<td>20</td>
</tr>
<tr>
<td>How can I ensure compliance with the German Fixed Book Pricing Act (Buchpreisbindungsgesetz)?</td>
<td>20</td>
</tr>
<tr>
<td>Can I take part in the program even if I have no website?</td>
<td>20</td>
</tr>
<tr>
<td>Does Springer have any recommendations on how to boost sales?</td>
<td>20</td>
</tr>
<tr>
<td>Why could my registration request be denied / why was it denied?</td>
<td>21</td>
</tr>
<tr>
<td>I received a notification that my account will soon be deactivated. What should I do next?</td>
<td>21</td>
</tr>
<tr>
<td>Can I also take part in the program if I am one of several authors for a publication?</td>
<td>22</td>
</tr>
<tr>
<td>I am self-employed and don’t have a VAT identification number. What should I enter under tax information?</td>
<td>22</td>
</tr>
<tr>
<td>Contact</td>
<td>23</td>
</tr>
</tbody>
</table>
The Springer Nature Author Affiliate Program

This manual guides you step-by-step through the process of registering for the program. It will guide you in learning how to create links for your publications and provide an overview of the functionality of your account dashboard with our partner CJ Affiliate.

Registering for the program – short version

1. In the first step, please register for the program here with our partner, CJ Affiliate. For more information on the program and a list of FAQs, please visit: https://www.springer.com/gp/shop/author-affiliate-program

   A detailed guide to the registration process on CJ can be found here.

2. Once you have created a profile with our partner, CJ Affiliate by Conversant, you will receive a confirmation mail from CJ.

3. We will then review your registration request for the Springer Nature Author Affiliate Program. Once this process has been successfully completed, you will receive a confirmation by email.

4. You can now download advertising tools and links from the program and begin promoting your publications.
Registration process — explained step-by-step

Participation in the program is exclusive to authors of the Springer Nature Publishing Group. In order to clearly identify you as a Springer Nature author, it is therefore necessary to provide the ISBN number of your publication during the registration process (under description); otherwise, inclusion in the program cannot be guaranteed.

Registration for Springer Nature Authors Affiliate Program

1. By clicking on this link [https://signup.cj.com/member/signup/publisher/?cid=4849844#/branded?_k=0w4d0e](https://signup.cj.com/member/signup/publisher/?cid=4849844#/branded?_k=0w4d0e) you will reach the program page of our partner network CJ, where you can register for the Springer Nature Author Affiliate Program.

2. Enter your data. The default language for the program is English. If necessary, this can be changed in the drop-down menu.

3. The next step is to receive an email from CJ with a confirmation link. Please click on this link to confirm your email address and registration.

4. After clicking the Create My CJ Publisher Account button, you can proceed with creating your personal affiliate account.
Account settings

In the account settings, you can define the currency in which the transactions in your account should be displayed for you.

1. Contact information:
In the contact information, enter the email address with which you can best be reached. Choose a password and make a note of it for security, because you will need it again during the registration process.

2. Company information
Enter the name/address of your company under Company name/address.

If you do not have a company, please enter your private contact details here.

3. Website information
Enter the name or URL of your website under Name of website or newsletter or website URL. If you do not have a website, you can enter the URL of your blog, your social media profile (e.g. Facebook, Twitter, etc.) or your professional profile (e.g. Xing, LinkedIn or ResearchGate) here. If none of these options apply to you, please link to the product page of your book on Springer.com.

Category: Please select category Books/Media=> Books or Magazine.
**Current Monthly Unique Visitors:** In this category, you enter how many unique visitors your website has on average per month. If you do not have a website or no information about your visitor numbers, you can simply choose between the default settings <99TB EB or not yet published.

Once you have filled in and confirmed all of the information on the form, you will receive an email with your user details and will automatically be redirected to your profile login.

By entering your previously-defined password and your email address, you can now access your personal affiliate account.

4. **Payment and tax information**

Go to the dashboard in your account and click Submit Payment and Tax Information under Tasks.

To complete your payment and tax information, click on the Edit button on the left and enter your password.
With this step, you confirm your contact information. If necessary, you can change or add to it.

Use the **Edit** button on the right under **tax Information** to release the tax information or supplement the details for the sales tax number. If you do not have a sales tax number, leave this field blank. However, do not forget to confirm/save your entry by entering your password. Payment information can only be entered once the other two steps have been completed.

CJ is making the payment on behalf of Springer Nature. To complete the payment information for your commission, go to **Edit** and enter your password. Now you can choose how you want to receive your commission (e.g. by bank transfer to your account or by cheque). The payment of your commission takes place every 60 days on the 20th of the month, if you have generated a commission of at least $25 with your affiliate account during this period.
The CJ Dashboard - Overview of Activities in Your Affiliate Account

Open tasks are displayed under Tasks (A). For example, here you can find more information about entering payment and tax information, which you might be prompted to enter.

The Performance Summary (B) offers you a quick overview of the number of clicks on your link and, above all, the current amount of commission that you have generated. By default, the previous day’s figures are always displayed. You can change the period at any time in the drop-down menu.

Under the tab Reports (C) in the navigation menu, you have the possibility to receive detailed reports about your advertising measures.

The Performance report provides an overview of the daily or monthly views, the number of clicks on the links that you use and the sales generated from them (Reports>Performance).

The Transaction report provides information about the status of incoming orders and your commission (Reports>Transactions).
Integrating advertising tools

As part of the Affiliate Program, we offer a broad range of marketing media. In the following pages, you will find descriptions of the various media and helpful tips on how to use them.

Finding ready-made advertising tools
In the Springer Nature Author Affiliate Partner area, you can find ready-made advertising tools and links.

1. Log in to your CJ account.
2. In the navigation toolbar, click on Links and then on Search.

3. In the Advertisers box, enter Springer Nature Authors and click the Search button.
You will then see an overview of the available links, advertising tools and product feeds.

4. Select the desired advertising tool.
5. Click to download the tool.
6. Select the format for downloading the link: HTML, JavaScript, or Click URL.

Once you have downloaded the desired advertising tool(s) and links, you can integrate them in your website.

Creating direct links (deep links)

Using the Deep Link Generator
The Deep Link Generator allows you to create a link (including tracking parameters) that is directly connected to your publication in the Springer Shop, without the need to log in to your CJ Affiliate Account.

You simply need to create a bookmark, visit the Springer Shop website, run a search for your publication and then click on the bookmark that you have created for the CJ Deep Link Generator. Once you have selected your preferred options, you can copy and use the code/link.

To get started, you need to first create a bookmark in your browser.
1. In the navigation toolbar, click on **Links** and then **Link Tools**.
2. This will open the Deep Link Generator section. Use drag and drop to move the CJ Deep Link interface over your browser’s toolbar, and you’re done!

Once you’ve added the Deep Link Generator as a bookmark, go to your publication’s site in the Springer Shop.
3. Now click on the Deep Link Generator within your bookmark. A new window containing the Deep Link will pop up, allowing you to copy the link.

![Deep Link Generator](image)

4. You can now use the link to actively promote your publication!

**Using product lists**

1. In the navigation toolbar, click on **Links** and then on **Search**.

   ![Navigation Toolbar](image)

2. A search field will now open on the left-hand side of the page. In the **Advertisers** box, enter **Springer Nature** and click on **Search**.

   ![Search Field](image)

3. Next, click on **Products**.
4. Now enter your publication’s ISBN (without hyphens) and click on **Search**. You will see an overview of your publication’s prices in different currencies.

5. In the next step, select your preferred format for downloading the data (HTML, JavaScript, Click URL or Image URL).

6. You can now insert the code/link to actively promote your publication!
Creating your own advertising tools

Product widgets are another way of drawing attention to the products offered on your website. With the help of this dynamic tool, you can display multiple product advertisements for one or more of your products as a slideshow, collage or grid.

1. To create a product widget, go to Widgets and click on Create Widget.

2. Now select your desired layout.
   - **Slideshows** present advertisements in a rotating format.
   - **Grids** present the products side by side in a static format.
   - **Collages** are essentially empty canvases that show how several products look when presented together. You can organize the products however you like, and you can even overlap the product images.

Samples:

<table>
<thead>
<tr>
<th>Slideshow</th>
<th>Grid</th>
<th>Collage</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Slideshow" /></td>
<td><img src="image2.png" alt="Grid" /></td>
<td><img src="image3.png" alt="Collage" /></td>
</tr>
</tbody>
</table>
3. Once you’ve selected the preferred layout, creating a product widget is a simple three-step process of adding products, customizing the widget, and saving it.

Step 1: Add products
1. Click on Product search.
2. When asked for the SKU, enter your publication’s ISBN (without hyphens), enter Springer Nature Author under “Adv”, select your preferred currency, and then click on Search.

3. Now select which products to include and use drag and drop to move them from the selection field on the left to the widget field on the right. Organize the products in your desired layout, choose a name for your widget, and then click on Customize to move on to the next step.

Step 2: Customize
In the Customize step, you can define the size, form and other features of your widget. You can select how the widget displays product names and prices, as well as how it handles products that are no longer available. At the bottom of the page, you’ll see a preview of what your widget would look like with the selected changes. If you forgot to give your widget a name in the first step, you can now add a name or change a previously-selected one.

Once you’re satisfied with the displayed publications and settings for your widget, click on Save & Get Code to continue to the last step.

Step 3: Save & get code
In the final step, select the website where your widget will appear, and the code for your widget will automatically appear in the Get code box. Simply copy out the code and paste it on your website, just like you would with an advertising tool. Your widget will now also be saved under Widgets > My Widgets.

Editing a product widget
Under Widgets > My Widgets, you can edit your widgets and add or remove products as often as you like.
Problems with widgets

If a widget requires your attention and/or there is a problem, a **Check Widgets** notification will appear in the task area of the CJ dashboard. This notification will appear if any of the following applies:

- A product displayed in your widget is out of stock.
- A product displayed in your widget has been discontinued and/or removed from the product catalogue.
- You are no longer a member of the Springer Nature Author Affiliate Program.

If your widget includes a product that is out of stock or no longer available, the product will automatically be removed from all grid- and slideshow-style widgets. However, it will still be displayed in any collage-style widgets until you remove or replace it.

In addition to the **Check Widgets** alert in the dashboard, you can also go directly to **Widgets**, click on **My Widgets**, and filter your widgets to display those that require your attention.
FAQ:

What is the Springer Nature Author Affiliate Program?

The Springer Nature Author Affiliate Program allows you to earn money by promoting your publications on your website, in social networks or with email, linking your works to the Springer Shop. Visitors to your website can then use these affiliate links to order your products from our online shop. Every time that a customer follows one of these links and makes a purchase with us, you receive a commission on the sale.

How can I join the Springer Author Affiliate Program?

Our Springer Nature Author Affiliate Program is jointly managed with our partner CJ. As an author with the Springer Nature Publishing Group, you can register for the program here. Once your application has been reviewed and approved, you’ll receive an email with your membership information and a set of guidelines to help you get started. Detailed instructions and assistance on the registration process can be found here: Registration process — explained step by step

What is CJ?

CJ Affiliate by Conversant (formerly Commission Junction) is one of the most prominent affiliate networks in the world, and it coordinates tracking, reporting and commission payments for our Springer Nature Author Affiliate Program partners.

Which authors are eligible for the program?

Principally speaking, every print or eBook author with the Springer Nature Publishing Group can join our Affiliate Program. Certain types of online platforms are not eligible, including but limited to those that directly contain, are connoted with or include links leading to the following content:

- Erotic and pornographic material
- Glorification of violence, depictions of violence, or weapons
- Politics
- Illicit drugs
- Potentially criminal content, especially hate speech
- Illegal content in general, including content that violates third-party rights

In this regard, please consult our Terms of Participation when you register via CJ.

What conditions do I have to fulfill to join the Springer Nature Author Affiliate Program?

To join the program, you simply need to have released at least one publication with the Springer Nature Publishing Group (with a print or eBook ISBN), and have a valid email address for registration.
Can I link to Springer Link publications?

Links to Springer Link are not possible with Springer Nature Affiliate Links. Only links to publications within the Springer Shop are remunerated within the framework of the program.

How can I link directly to my publication in the Springer Shop?

You will find a detailed description of the possibilities in our Creating Direct Links (Deep Links) chapter.

Will it cost me something to join the Springer Nature Author Affiliate Program?

No, signing up is completely free of charge. According to the Publisher Service Agreement with CJ by Conversant, which all publishers have to assent to when they first register, all accounts that fail to generate any “commission-eligible” transactions in a six-month timeframe will be deactivated, and a non-refundable fee for inactive accounts (Dormant Account Fee (DAF)) amounting to USD $10 will be charged for each such account. If an account had a positive balance when it was deactivated, the DAF (USD $10) will be deducted from that amount. The DAF will continue to be charged on a monthly basis until the account balance reaches USD $0, at which time the account will be deactivated.

However, for the Springer Nature Author Affiliate Program we have concluded a special arrangement with our partner CJ, whereby no Dormant Account Fees will apply to these accounts. If a fee is charged to your account, please contact us at authors-affiliates@springer.com.

How will I be rewarded?

The Springer Nature Author Affiliate Program is based on revenue sharing. Every time that a customer follows one of the links that you have created and makes a purchase from the Springer Shop, you will receive a commission on the sale (currently 30% of the net purchase price).

Who should I contact if I have a question?

Detailed instructions and assistance can be found in the Handbook & Advertising Guide. You can find the answers to many of your questions at the CJ Support Center. To learn more about the latest program functions and see real-time information on the outcomes and commission figures, log in to your affiliate account. Please also feel free to send us an email: authors-affiliates@springer.com.

If you encounter technical problems or have related questions, please email publisher_en@cj.com.

If you have questions regarding your publications, or have an idea for a future publication, please contact your Springer Nature Program Editor.

Once I’ve registered, what happens next?

Once you’ve registered, you will receive a welcome email from CJ, which includes general tips on getting started, your Affiliate Link, and information on how to register in the CJ Affiliate Center, where you can view your current orders, revenues and visitors, browse different advertisement placement options, and receive further support. However, please note that this step does not mean your
registration for the Springer Nature Author Affiliate Program has been approved. The contractual agreement for your official participation in the Author Affiliate Program will only enter into effect once you have received a confirmation from Springer Nature, in which we welcome you to the program.

Can I use the advertising tools anywhere I want to on my website?

Yes. Once you join our Affiliate Program, you can flexibly use our advertising tools and text links anywhere on your website or networks to promote your publications. Optimal placement is vital to maximizing your click rates, which in turn maximizes revenues and increases your commission. In other words, the better placed your advertisements are, the more you’ll earn. Please be sure to only use text links, logos and advertising imagery provided by CJ.

How can I best advertise my publications?

- Whenever you discuss or present one of your books, it’s a good opportunity to use an Affiliate Link.
- Make brief, concise posts with your Affiliate Link on Twitter or Facebook.
- Let everyone on your emailing list or in your business network know that your publication is now available at the Springer Shop.
- Insert our advertising tools (links, banners, etc.) on your own website or blog. You can find more information on this topic here.

How can I ensure compliance with the German Fixed Book Pricing Act (Buchpreisbindungsgesetz)?

Based on the German Act on Fixed Book Prices (Buchpreisbindungsgesetz), end customers must not be afforded any economic benefits when concluding a contract (no bonus systems, no cash-back or refund compensation systems). The affiliate may not pass on their commission or part of it to a third party nor commit to do so. Furthermore, the affiliate may not purchase a book him-/herself using an item of advertising material. In such a case, no commission shall be due.

Can I take part in the program even if I have no website?

Yes! During the registration process, you will be asked about your website. If you have no website, you can enter either your corporate website or the website of the university for which you work.

Does Springer have any recommendations on how to boost sales?

Use text, deep links and/or the Springer button, as these tend to produce the highest sale-click conversions. Be sure to use our advertising tools in the most prominent areas of your site. Furthermore, use your network of contacts to actively draw attention to your publication. Affiliate Links can be helpful here.
Why could my registration request be denied/why was it denied?

Participation in the program is exclusively reserved for authors of the Springer Nature Publishing Group. To ensure that we can clearly identify you as a Springer Nature author, you will need to provide the following information during the registration process; otherwise your registration request may be denied.

Website: Here, please enter your own website or the name of your blog. If you have no website, you can enter either your corporate website or the website of the university for which you work.

Website description: Please provide a detailed description of your company (in your own words) and enter the ISBN(s) of your publication(s).

If you didn’t enter this information during the first step, you can subsequently enter it in your CJ account. To do so, log in and click on Account > Network profile (in the upper left-hand corner). You’ll now see the “Edit” mode on the right-hand side, where you can complete your information.

I received a notification that my account will soon be deactivated. What should I do next?

According to the Publisher Service Agreement with CJ, which all publishers have to assent to when they first register, all accounts that fail to generate any “commission-eligible” transactions in a six-month timeframe will be deactivated, and a non-refundable fee for inactive accounts (Dormant Account Fee (DAF)) amounting to USD $10 will be charged for each such account. If an account had a positive balance when it was deactivated, the DAF (USD $10) will be deducted from that amount. The DAF will continue to be charged on a monthly basis until the account balance reaches USD $0, at which time the account will be deactivated.

However, for the Springer Nature Author Affiliate Program we have concluded a special arrangement with our partner CJ, whereby no Dormant Account Fees will apply to these accounts. If a fee is charged to your account, please contact us at authors-affiliates@springer.com.

To avoid deactivation, or reactivate a dormant account, the following aspects should be kept in mind:

Notification: 30 days before your account is deactivated, you will automatically receive an email from CJ. If you act promptly after receiving the mail, you may be able to avoid the deactivation of your account.

reactivation: If your account has been deactivated, you can reactivate it by simply contacting the CJ Account Manager and entering the requested information. You must do so no later than 6 months (180 days) after your account has been deactivated.

CJ issues payments to participating authors on behalf of Springer Nature. The commission will be transferred to your account on a 60-day basis, provided it matches or surpasses the minimum value of EUR 25. If the amount is less than EUR 25, the amount will be carried over to the following payment period.
Can I also take part in the program if I am one of several authors for a publication?

Yes, in this case each author can register for the program separately and promote the joint publication on his/her own channels (e.g. website, blog, business profile or email distribution list). Each person will have their own affiliate account, ensuring that remuneration is per author.

I am self-employed and don’t have a VAT identification number. What should I enter under tax information?

If you don’t have a VAT identification number, you can simply leave the field blank.
Contact

Nina Schüßler  Marketing Manager

Springer Nature
authors-affiliates@springer.com

©2019