

## Reading Horizons at Home – Affiliate Program

The Reading Horizons at Home Affiliate Program helps you earn money by helping your visitors learn to read.

### Why should I join the *Reading Horizons at Home* Affiliate Program?

- **Because the earning potential is limitless.**  
As an affiliate, you will benefit from an extremely high EPS (earnings per sale). Our affiliates are guaranteed at least 20 percent commission with the potential to make as much as 25 percent! Most affiliates are offering only around 15 percent.
- **Because our conversion ratio is high.**  
Of those who visit our site, between eight and 10 percent give us their names and e-mail addresses. Of those who give us their names and e-mail addresses, 10 percent purchase the program. These are great conversion ratios, and they offer you the assurance that you will make money.
- **Because all of the tools and support you need to successfully promote the Reading Horizons at Home program are a click away,** including several FREE resources for your Web site. The Web traffic that the free lessons and Online Workshop attract is valuable, which is why we allow you to have an actual reading assessment directly on your Web site. We highly recommend you create your own pages dedicated to selling Reading Horizons at Home (this is how you make the really big money) so your customers will never have to leave your site. This is also a great asset for your Search Engine Optimization, because you are creating more content for the search bots ("spider food").
- **Because at least 20 percent of the population has the reading disability known as dyslexia, and many read below a 5<sup>th</sup>-grade level.**  
Founded in 1984, *HEC Reading Horizons* is dedicated specifically to helping adults and older students learn to read. Students consistently show gains of **two-to-five grade levels in six months**, and ESOL students make tremendous gains as they are finally able to put English into perspective.
- **Because this program has worked successfully for hundreds of users at home and in the classroom:**  
*"Hello. My name is Angi Pate. In September of this year, I purchased the Intensive Phonics CD-ROM for my seven-year-old daughter. She was struggling with phonics and with learning to read. I have nothing but the utmost praise for the Intensive Phonics program. At my daughter's October parent-teacher conference, her teacher informed me that (my child) had made leaps and bounds in her reading skills. She said that she no longer considered her low in this area—she would now consider (my daughter) right where she should be!"*

## What does *Reading Horizons at Home* suggest for its affiliates?

- Add banners to your existing Web site. (see website)
- Add text links in your existing Web site. (see website)
- Create an entire page dedicated to "selling" *Reading Horizons at Home*.
- Promote the Free Online Workshop to your past clients.
- Add the lesson directly to the new pages you've made.
- Make money!

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## Affiliate Program – Getting Paid

Commissions are totaled on the first of each month. If your commission total is more than \$25, a check will be issued to you on the first Monday of the month. If your commission total is fewer than \$25, a check will be sent to you as soon as your commissions total more than \$25 on the first of any given month.

### W-9 Forms:

Before receiving your first check, if you are a U.S.-based company, you will need to fill out a W-9 form. This is a government-regulated form that basically states that if you earn more than \$600 in commissions in a year, we will send you and the IRS a form showing your commissions earned. We will fax or e-mail you the form to fill out.

### Affiliate Commission Structure:

#### Sales/Commission Levels

<u>Product/Price</u>	<u>Percentage(%)</u>	<u>Earnings per Sale</u>
C522H330/\$329.00	20%	\$65.80
C610H250/\$249.00	20%	\$49.80
C522/\$229.00	20%	\$45.80
C610/\$149.00	20%	\$29.80
H330/\$149.00	20%	\$29.80
H250/\$149.00	20%	\$29.80
H465/\$99.00	20%	\$19.80
C570/\$89.00	20%	\$17.80
H256/\$49.00	20%	\$9.80
C615/\$45.00	20%	\$9.00
C630/\$30.00	20%	\$6.00
C618/\$28.00	20%	\$5.60
C859/\$24.00	20%	\$4.80

## **Affiliate Program – Terms of Service**

This agreement is by and between HEC Reading Horizons and/or their assigns and all subscribers. Unless the context requires otherwise, HEC Reading Horizons, and/or their assigns shall be referred to as "us, we, or our" and you shall be referred to as "you, your or subscriber."

You understand that HEC Reading Horizons, and/or their assigns does not guarantee or predict any type of profit or response from said services. Subscriber agrees to hold HEC Reading Horizons harmless from and against any and all losses, claims, expenses, suits, damages, costs, demands or liabilities, joint or several, of whatever kind or nature which HEC Reading Horizons and/or their assigns may become subject arising out of or relating in any way to the use of the services provided under this agreement, including, without limitation, in each case attorneys' fees, costs and expenses actually incurred in defending against or enforcing any such losses, claims, expenses, suits, damages or liabilities.

### **A. Services to be Provided.**

We agree to pay you certain commissions as described on our website for referral sales made by customers.

### **B. Termination.**

We may terminate your account:

- (a) if you violate our Terms Of Service Policy;
- (b) promote HEC Reading Horizons in a manner that is unethical or inappropriate; or
- (c) for any reason, in our sole discretion.

### **C. No Warranties.**

WE MAKE NO WARRANTIES TO YOU OF ANY KIND, EXPRESSED OR IMPLIED, WITH RESPECT TO THE SERVICE HEC Reading Horizons, ITS SUBCONTRACTORS AND AFFILIATES PROVIDE YOU. WE EXPRESSLY DISCLAIM ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS OF THIS SERVICE FOR A PARTICULAR PURPOSE. We shall not be liable for any damages suffered by you, whether indirect, special, incidental, exemplary, or consequential, including, by not limited to, loss of data or service interruptions, regardless of cause or fault. We are not responsible for your lost profits or for your loss of data or information. If notwithstanding this clause we are held liable to you.

### **D. TERMS.**

You agree: (1) to use our system in a manner that is ethical and in conformity with community standards; (2) to respect the privacy of other users (you shall not intentionally seek data or passwords belonging to other users, nor will you modify files or represent yourself as another user unless explicitly authorized to do so by that user); (3) to respect the legal protection provided by copyright law, trade secret law, or other laws protecting intellectual property. 4) to accept commercial emails from us.

If we learn of a violation or likely violation of our TERMS OF SERVICE, we will attempt to notify you. If you do not take immediate remedial action which is satisfactory to us, or in the event of a serious violation of the TERMS OF SERVICE, we reserve the right to terminate your account immediately. Every effort will be made to inform you prior to account termination, and to re-establish your account upon receiving such representations from you as we deem appropriate in the circumstances.

YOUR SERVICE WILL BE TERMINATED IMMEDIATELY AND WITHOUT WARNING SHOULD YOU USE OUR SYSTEM AS PART OF ANY BULK EMAIL CAMPAIGN. You may also be subject to fines and legal actions as a result of your bulk email promotion.

#### **E. Assignment.**

This agreement is personal to you. You may not assign your rights under this agreement without our prior written consent. If you do assign your rights, as would be the case were someone other than you to use your account, you shall remain liable to us for any fees due under this agreement. We may assign this agreement at any time.

#### **F. Change of Terms and Conditions.**

We reserve the right to change the terms and conditions of this agreement as needed. Use of our servers by you after said changes constitutes acceptance of those new terms and conditions. If you do not agree to the new terms and conditions, you may terminate this agreement in accordance with Section B.

#### **G. Notification of Account Changes.**

You agree to provide us with such other information relating to your use of this service as we deem necessary or desirable. You agree to notify us if your address, email address, telephone number, billing information changes.

#### **H. Notices.**

All notices, requests, demands, and other communications under this agreement shall be in writing and shall be deemed to have been given on the date of delivery: if delivered personally to the party to whom notice is to be given; if sent by electronic mail with a cc: to sender; if sent by fax; or on the third day after mailing by first class mail.

#### **I. General Provisions.**

The subject headings of the articles and sections are for convenience only, and shall not affect the construction or interpretation of any of its provisions. If any portion of this agreement is found invalid or unenforceable, that portion shall be severed and the remainder of this agreement shall remain in force. This agreement constitutes the entire agreement between us pertaining to its subject matter and supersedes all of our prior agreements, representations, and understandings. Subject to Section I, no supplement, modification, or amendment of this agreement shall be binding unless executed in writing by both parties. No waiver of any of the provisions of this agreement shall be deemed, or shall constitute, a waiver of any other provision, whether or not similar, nor shall any waiver constitute a continuing waiver. No waiver shall be binding unless executed in writing by the party making the waiver. This agreement may be executed in

one or more counterparts. Each shall be deemed an original, but all of which together shall constitute one and the same instrument. If an organization is the subscriber, the individual signing up for our services represents that he or she is duly authorized to enter into this agreement on behalf of that organization. In the event of a dispute, the parties agree to submit the matter to the Community Dispute Resolution Service or any recognized Arbitration Board located within our state and county, before instituting litigation.

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## **Affiliate Program – Frequently Asked Questions (FAQs)**

### **The Program**

#### *What is your Affiliate Program?*

Our affiliate program allows other Web sites to get paid by referring new customers to our site. We provide affiliates with links, banners, and content for their sites. Every time someone from an affiliate site buys one of our products, the affiliate receives a commission on the sale.

#### *How do I get started?*

Read the Terms of Service for affiliates, fill out the affiliate sign up form, and wait while we qualify your site. After your site is approved, we will send you an e-mail describing how to get your links and how to get started.

#### *Does my Web site qualify for your program?*

Here are some of the things we look at when qualifying a Web site for inclusion in our program:

- Web site traffic
  - Related topics like education, phonics software, home school, educational software/products, reading programs, etc.
  - Potential growth of the site
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### **Commission Tracking**

#### *What is my commission on a sale?*

Commission is 20 percent for all sales, with the potential to make up to 25 percent.

#### *How do I keep track of how many people buy products from my site?*

After you sign up as an affiliate, we will assign you a login name and password. You can log in at any time and check how many people visited our site and how many of those people bought something. You can also check your commission payout for the current month.

*How often do I get paid?*

The payment schedule is for once a month. On the first Monday of the month, we send out commission checks to all affiliates.

*Will I get a check every month?*

The minimum commission payout amount is \$25. When you earn anything over \$25, we will send you a check on the first Monday of the month. If you do not make more than \$25 in a month, your total will roll over to the next month until it reaches \$25.

*How are international affiliates paid?*

Our international affiliates have two options for payment. First, we send them a normal check, like other affiliates, through the mail in American dollars. Second, we pay them through a PayPal account. Most international affiliates use the PayPal option.

*How long do your cookies last?*

Our cookies are set to never expire. If visitors come to our site through your affiliate link and they do not buy at that moment, you will receive credit for all sales made during any return visit.

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## **Set Up**

*How do I access my custom banners and links?*

After you are signed up and approved as an affiliate, use your username and password to login to your affiliate account. Once you are logged in, click on "Links and Tools" in the top menu bar. On this page, you will find your custom URL as well your custom banners and links. Just copy and paste the code on the homepage of your site.

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## **Promotion**

*How much money can I plan on making?*

If you sell only one software program a day you could make \$1500 a month. The earning potential is limitless.