

Tiny Prints 2009 Holiday Photographer Programs

Tiny Prints hopes to become your preferred stationery provider this holiday season. At Tiny Prints, we pride ourselves on great customer service and site usability for both customers and photographers. If you are interested in working with us this year, please read this document in its entirety; it should answer virtually all of your questions.

For 2009, we have added a Professional Photographer Collection, offering you the opportunity to earn a 35% commission on each high-volume order from an exclusive set of cards designed to feature professional photography.

We look forward to working with you!

Tiny Prints Photographer Affiliate Program

Our affiliate program offers photographers a commission on all orders referred from your website, blog or e-mail newsletter, as well as for orders that you place directly on a client's behalf. We handle all fulfillment, shipping and customer service functions. The commission rate is the same regardless of who places the order.

This program is administered through a third party, ShareASale, which will establish your account, provide specialized coded links and a banner for you to use. ShareASale also provides all reporting and payments. The starting commission for our affiliates is 10% and can rise with performance. Our average holiday order size is \$200+. If you have not signed up already, please do so at www.tinyprints.com/affiliate-program.

Tiny Prints Premium Professional Photographer Collection: Exclusive Products, Higher Commissions!

For 2009, we are excited to announce the launch of the Tiny Prints Premium Professional Photographer Collection (Pro Collection). Designed to highlight professional photography, these 24 premium cards have a higher price point than other cards and are not available to the general public. They can only be accessed through special links and banners provided to you through the photographer affiliate program. Photographers will earn a 35% commission on these products—a significant boost from the standard 10%. The additional commission will be credited to your ShareASale account automatically upon purchase. This commission rate will apply to all orders placed from your website through an affiliate link to the Pro Collection as well as to orders that you place directly using an affiliate link to the Pro Collection.

Additional Pro Collection benefits:

- Recycled Paper: The entire Pro Collection is printed on 110 lb 30% post-consumer recycled paper.
- Personalization: You can personalize the back of each card with your logo, website and or a message.
- Free Digital Proof: Pro Collection cards have been selected to receive a free digital proof automatically (normally \$4.99).
- Priority Customer Service: Customer service inquiries for Pro Collection orders will be routed to our priority customer service team.
- Photos As Is: Our customer service staff has been instructed to leave all photos as uploaded so that you can achieve the results you desire. Read more about “monitor calibration” below.
- Free Sample Packs: We have prepared a sample pack of each of the 24 cards, which will be available free to all photographers who complete a ShareASale application and are accepted into the program. Please e-mail rglazer@tinyprints.com with **your name, business name, address, city, state and Zip**—all in one line separated by commas—and we will send you a sample pack within seven days. Only one sample kit will be provided per photographer. You must be approved in the ShareASale system to receive a kit.

Links and banners for the Pro Collection can be found in your ShareASale account at the following location:
<http://www.shareasale.com/a-getmerchantcode.cfm?merchantID=12808&category=TP-Pro%20Collection>

Back of Card Personalization, Photo Upload & Retention Options

Back of Card Personalization

Our Pro Collection cards offer the opportunity for you to create a personalized logo/signature file to be included on the back of the card. It will be shown above the Tiny Prints information. Your logo/personalization block can include the following:

- Name of your studio
- URL
- Phone number/contact information
- Icon/Graphic element

Requirements

- Colors (must be CMYK – we do not print spot/PMS colors)
- Logo Size: Width: 1.38”, Height: 0.47”
- We recommend dropping in vector-based logos saved as either a PDF or EPS file.
- Please note the logo box size – putting a lot of information into your logo may result in loss of information (due to small size)

We have created a separate PDF file titled” Back Of Card Personalization” which shows how and when to upload the logo file when ordering. This way you can send to clients instructions along with the logo if they are placing the order directly.

[Download Back of Card Personalization PDF](#)

Photo Retention

If you prefer to retain control of your photo for any reason, you can submit photos on behalf of your clients.

Simply direct your clients to

1. Shop on our site, select their favorite card design, personalize their card and complete their order, but leave the photo area(s) blank.
2. In the "Special Instructions" area on the Preview page, indicate that their photographer (you) will submit photo(s) on their behalf.
3. Send you (the photographer) the relevant order number.

You can then

1. E-mail the photo(s) to us at photos@tinyprints.com, referencing your client's order number (this is very important) and full name. Please also give us your permission to use the photo(s) for your client's card.

Or

2. Go to <http://www.tinyprints.com/photo-upload-form.php>, enter your client’s order number and e-mail address and upload the photo(s) right into our system.

Please keep in mind that photos must be appropriately sized for printing. We prefer at least 300 DPI. We will use the photo(s) you submit only for the purpose of creating the card. It will NOT be sent to your client.

Note on Purchase of Other Products, Colors & Monitor Calibration

Purchase of Other Products

Please note that although the Pro Collection is not available to the general public, we cannot prohibit clients whom you have referred to the Pro Collection from choosing to purchase an item from one of our other collections—in which case you would earn the default 10% commission. For this reason, you may prefer to place orders on behalf of your clients or make the Pro Collection choice a prerequisite of releasing the photo for use. We would encourage you to highlight the enhanced benefits both for you and your client, including the free proof and priority customer service, as well as the exclusivity and limited distribution of these cards. Pro Collection designs also offer a custom designed layout on the inside of the cards to match the front design.

Color Selection

White pixels do not print at all on digital printers. Please avoid completely white pixels in key parts of photos.

Monitor Calibration

We recommend that you use the samples provided for color representation. You might also achieve a closer match if you calibrate your monitor to best reproduce the same colors.

How the Affiliate Program Works

Our tracking system for photographers relies on a cookie, and to set this cookie **you or your client must click on a banner or text link embedded with your affiliate ID**. Each banner or link that you create is specifically tagged with your ShareASale ID number. You can access all of these banners and links in your ShareASale account (<http://www.shareasale.com/a-getmerchantcode.cfm?merchantID=12808>) and choose from any one of the banner or simple text links (the HTML code will be under each banner). These links can be used from any website you control, put directly into a browser or e-mailed in the case of text links. You will know the banner or link has worked if you land on the Tiny Prints website and see your user ID at the end of the URL string in the browser. You can also find more info on creating links at <http://www.tinyprints.com/affiliate-program/getting-started.htm>.

Each of these links places a cookie on that specific computer that lasts for six months, and our shopping cart checks for the cookie each time there is an order. The presence of that cookie ensures that you get credit for the sale. If you place orders from multiple computers, you should make sure that you click on one of your Tiny Prints links or banners each time.

Please make sure that you and your clients follow the steps outlined above. We have found that in almost all cases of non-tracked orders, instructions were not followed correctly. It is very difficult and costly for us to research and process manual credits. **For that reason, manual credit requests that result from failure to use an affiliate link may be subject to a \$10 processing fee, which will be subtracted from your commission.**

Sample Pro Collection Banners for Your Website



Getting Started & Tracking Sales

First, [apply to the program](#). Once approved, you will receive an e-mail that explains how to create affiliate links. For more information about creating and using links, visit <http://www.tinyprints.com/affiliate-program/getting-started.htm>.

Text and banner links to the Pro Collection can be found at the following location (<http://www.shareasale.com/a-getmerchantcode.cfm?merchantID=12808&category=TP-Pro%20Collection>)

Once you are approved, ShareASale will provide real-time tracking of your clicks, sales and commissions. Please do not contact Tiny Prints for this information as we do not have access to your account . Use the links below to find some of the most useful reports. *(These links will only work if you are an approved affiliate.)*

1. Daily Traffic & Commission Report: <http://www.shareasale.com/a-dayataglance.cfm>
2. Order & Sales History: <http://www.shareasale.com/a-accountactivity.cfm>
3. Total Commissions Earned: <http://www.shareasale.com/a-summary.cfm>

Photographer Customer Support

Affiliate Program Questions: If you have any questions about the photographer affiliate program or wish to order sample packs, please contact our affiliate manager, Robert Glazer at rglazer@tinyprints.com or (617) 264-0334.

Order Questions/Issues: If you have any questions or problems concerning an order that's been placed, please contact our Customer Service team at the following number **(877) 300-9256** and choose Prompt #1, which has been provided just for customers of the Pro-Collection.

Frequently Asked Photographer Questions

Do you have a wholesale program?

We do not offer a wholesale program at this time.

Do you offer a print catalog?

We do not have a print catalog at this time.

What is your turnaround time?

For holiday shipping, please see our up-to-date shipping info page which will be posted prominently during the holiday season.

Do you display any products without pricing?

No, pricing is displayed for all our products. We offer only one pricing structure at this time. If you plan to mark up our cards to sell to your clients, you will have to place the order for them and create your own invoice for services.

How do I order physical samples of non Pro Collection cards?

To order a holiday samples pack, [click here](#). We do not print samples of individual designs, or offer print proofs of customized cards. You can, however, request a digital proof of non Pro Collection cards at the time of order for an additional \$4.99.

How can I get my photographs on Tiny Prints sample cards?

Our merchandising team is always looking for great photos to accompany the sample card images on our site. If you would like to submit your images for consideration, please send your photos or portfolio to merch@tinyprints.com with the subject line "Sample Photos." If your photos are accepted, we will send you a model release form for final approval before we use them.

Frequently Asked Questions About our Photographer Affiliate Program

How do I know if my application has been received and if I have been accepted into the affiliate program?

If your application has been submitted correctly, you should receive a confirmation e-mail from ShareASale. If you do not

receive this e-mail, please check your spam folder. If it's not there, you might not have finished the process correctly and will have to try to apply again. Once approved, you will receive a welcome e-mail from the affiliate manager.

I have a client who is ready to order, but I have not yet been approved for the program or I have not yet applied. Can you help?

We know you that you are in a rush, but we ask that new affiliates and photographers take the time to read these materials carefully. The affiliate program is generally a good fit for those who think they can send 5+ orders a year and who are comfortable with technology and websites, adding links, etc. Please make sure you have finished the application process correctly and then see below for our manual credit policy.

If I am not approved for the program, can you still credit me manually for an order that I placed for a client?

To keep costs down and increase payouts, we have tried to design a process that does not require human intervention. As a one-time courtesy, we will process manual credits for any orders placed within 48 hours of your acceptance into the program. Simply go to the contact page (<http://www.tinyprints.com/affiliate-program/contact.htm>) and send us the order numbers, customer info and order totals and your ShareASale account ID. After this initial period, requests for manual credits that result from not using an affiliate link as directed may incur a \$10 fee, which will be subtracted from the commission due.

What type of discounts can I apply to my orders?

As an affiliate, you are only allowed to use or encourage your clients to use the [current affiliate coupon](http://www.shareasale.com/a-getmerchantcode.cfm?merchantID=12808&category=TP%20Coupons) (<http://www.shareasale.com/a-getmerchantcode.cfm?merchantID=12808&category=TP%20Coupons>). If a non-affiliate coupon is used in conjunction with an affiliate link or banner, you may forfeit your commission for that order.

Can I use images or other content from Tiny Prints or Wedding Paper Divas on my site for marketing purposes?

You may only use images and product descriptions from our site if you are an approved affiliate. If you use any images or other content from Tiny Prints (www.tinyprints.com) or Wedding Paper Divas (www.weddingpaperdivas.com), you must indicate that they are Tiny Prints or Wedding Paper Divas products. Using images, descriptions or other content from either site without attribution to Tiny Prints or Wedding Paper Divas is strictly prohibited.

How can I submit an order for my client if I do not want to join the Photographer Affiliate Program?

If you do not wish to join one of our partnership programs at this time, you can still place orders for your clients. Just follow the "Steps to Submit an Order for your Client" (<http://www.tinyprints.com/affiliate-program/photographers/#a>). Your clients can also place their own orders, since we have a simple and easy-to-use photo uploading process that enables you to provide the photo for their order directly.

How often do I get paid from ShareASale?

ShareASale will pay commissions of \$50 or more via check or direct deposit into a bank account of your choosing around the 22nd of each month, reflecting commissions earned in the previous month. Commissions of under \$50 will roll over to the next month.

What sales and revenue reports does ShareASale provide?

Each transaction is logged on ShareASale servers and is available for review in detail. ShareASale also keeps aggregate statistics on the number of hits, leads, sales and paid clicks.

On what products do I earn a commission as an affiliate?

There are no limitations or restrictions on what Tiny Prints Inc. products can be sold through our affiliate program, AND there are no limits on the amount of commission you can earn as an affiliate.