

Partners Programme

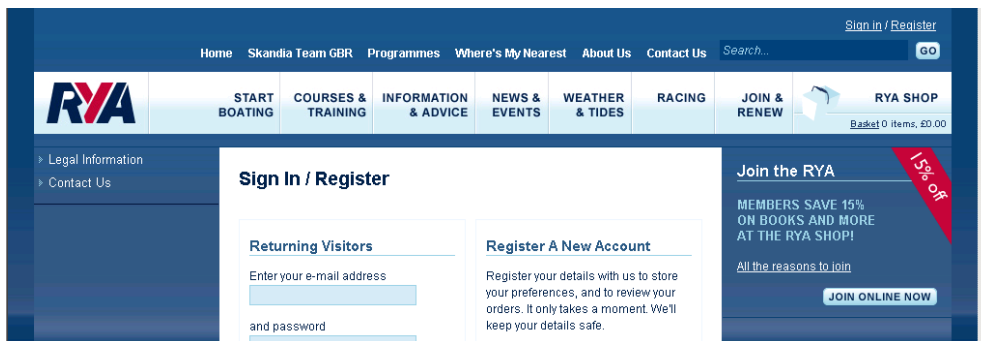
User Guide

Our new Partners Programme has been devised to reward you for helping us out. We want to get more people to join the RYA and buy our books and the Partners Programme means that you get paid commission for each member joined and product sold that you refer to us.

So as well as benefiting the RYA, your organisation benefits too!

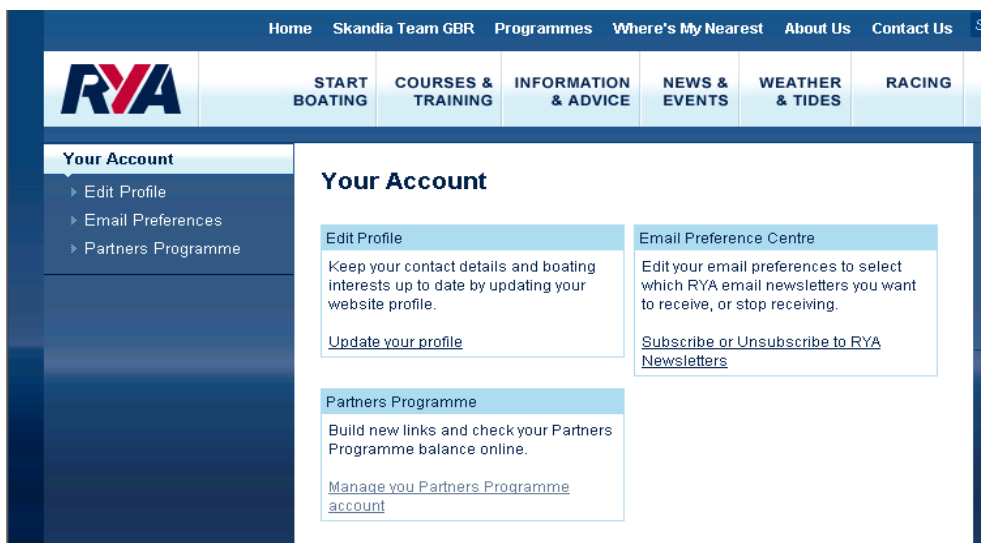
Getting Started

To manage your Partners Programme account, please sign in to the RYA Website and go to the [Your Account](#) section, from there select [Partners Programme](#). The first time you access the Partners Programme you will be asked for your web address (optional) and to accept the terms and conditions.



Your Account

Once in [Your Account](#), you will see this page, which contains an option to go to the Partners Programme section.



This takes you to the Partners Programme homepage. Here you will see four sections. See below for an explanation of how each of these works.





Build a Shop Link

As an RYA Partner, you can earn 8% commission on all qualifying revenue generated by links to the RYA webshop on your website and in e-mail/newsletters. You can earn commission on more than just RYA Publications - we sell other publishers items as well.

You can also enhance your website by adding RYA created marketing content and materials for use on the web, in e-mail, newsletters and in online promotions.

There are three main ways of generating income though linking to items in our web shop:

1. **Shop Links** - Put an advert onto your website that links to the shop home page or a category of books such as 'Sail Cruising'. The advert is shown in the left hand column, and the HTML code required to create the necessary display is given on the right. The person responsible for maintaining your website will know how to incorporate this code quickly and easily.

Link	HTML code
Buy Boating Books at the RYA Shop	<code><p>Buy Boating Books at the RYA Shop</p></code>
	<code></code>
	<code></code>
	<code></code>
	<code></code>

- Product Links** - Create a link to an individual product. Currently we have 3 possible links for each product, (a text link, an image link and an image link with supporting text). You can search for products either by RYA code (i.e. G15) or by title. The search results will show the product details and you will be able to click on the title which will open a new window and show you where the link will take customers. Please click 'Select' on the right to access the 3 possible links and the HTML code which you'll need.

The screenshot shows the RYA website's 'Build a Shop Link' interface. The top navigation bar includes links for START BOATING, COURSES & TRAINING, INFORMATION & ADVICE, NEWS & EVENTS, WEATHER & TIDES, RACING, JOIN & RENEW, and RYA SHOP. A sidebar on the left contains 'Your Account' and 'Partners Programme' options. The main content area is titled 'Build a Shop Link' and includes instructions on how to generate income from the website by creating links. Below the instructions, there are two tabs: 'SHOP LINKS' and 'PRODUCT LINKS'. A search bar is present with the text 'navigation' and a 'Search' button. The search results are displayed in a table with columns for Image, Title, Price, and a 'Select' button. The products listed include 'Navigation and Safety CD', 'Astro Navigation DVD', 'RYA Navigation Handbook', 'RYA Navigation Exercises - 2nd Edition', 'RYA An Introduction to Navigation', 'RYA Astro Navigation Handbook', 'Navigation Lights and Shapes Cockpit Cards', 'RYA Practice Navigation Tables', 'Navigation Bag (document case)', and 'Basic Navigation Kit'.

Image	Title	Price	Select
	Navigation and Safety CD	£45.98	Select
	Astro Navigation DVD	£39.95	Select
	RYA Navigation Handbook	£16.99	Select
	RYA Navigation Exercises - 2nd Edition	£19.99	Select
	RYA An Introduction to Navigation	£12.99	Select
	RYA Astro Navigation Handbook	£8.99	Select
	Navigation Lights and Shapes Cockpit Cards	£6.95	Select
	RYA Practice Navigation Tables	£6.89	Select
	Navigation Bag (document case)	£17.09	Select
	Basic Navigation Kit	£28.00	Select

The screenshot shows the RYA website's 'Build a Shop Link' interface with search results for 'g15'. The top navigation bar and sidebar are the same as in the previous screenshot. The main content area is titled 'Build a Shop Link' and includes instructions on how to generate income from the website by creating links. Below the instructions, there are two tabs: 'SHOP LINKS' and 'PRODUCT LINKS'. A search bar is present with the text 'g15' and a 'Search' button. The search results are displayed in a table with columns for Image, Title, Price, and a 'Select' button. The product listed is 'RYA Sail Cruising & Yachtmaster Scheme - Syllabus & Logbook' with a price of £4.99. Below the search results, there are two columns: 'Link' and 'HTML code'. The 'Link' column shows three different link options for the product, and the 'HTML code' column shows the corresponding HTML code for each link option.

Image	Title	Price	Select
	RYA Sail Cruising & Yachtmaster Scheme - Syllabus & Logbook	£4.99	Select

Link	HTML code
Buy RYA Sail Cruising & Yachtmaster Scheme - Syllabus & Logbook at the RYA Shop	<code><p>Buy RYA Sail Cruising & Yachtmaster Scheme - Syllabus & Logbook at the RYA Shop</p></code>
	<code></code>
	<code>

Buy RYA Sail Cruising & Yachtmaster Scheme - Syllabus & Logbook at the RYA Shop</code>

- You can also create a link for an e-mail by simply copying and pasting the text from the left hand column into an e-mail. Why not send an e-mail to your students prior to a course with a recommended reading list, or follow-on reading after the course?

Building a Membership Link

You can generate income from your website or in an email by creating links to the RYA's membership pages.

There are two main ways of generating income from encouraging people to join the RYA, by creating links to the RYA membership pages.

1. You can create a link for an e-mail by simply copying and pasting the link into an e-mail. Why not send an e-mail to your students thanking them for their participation on your course and inviting them to join the RYA?
2. Put an advert or link onto your website. The advert is shown in the left hand column, and the HTML code needed to create the necessary display is given on the right. The person responsible for maintaining your website will know how to incorporate this code quickly and easily.

Sign up a new RYA Member on the spot

If you have someone who wishes to join the RYA on the spot simply click the Sign up a Member button on the Partners Programme Home Page. Once you've clicked the button, handover the keyboard and mouse to the customer so that they can enter their personal details and pay online. This process will track your referral and generate commission, however, when they have finished you will need to sign in again to access your Partner Programme Account.

Commission Rates

For each new member who joins the RYA through the Partners Programme, we'll pay you a commission.

Type of Membership	Commission rate
Family	£10.00
Personal	£7.50
Under 25	£5.00
Youth	£2.50

Items purchased from the web shop attract **8%** commission based on the value of the goods ordered. Please see the Terms and Conditions for details of commission rates.

Commission is generated automatically via hidden code in the links and adverts. You can view the amount of commission you are due at any given time by clicking on Account Balance in the Partners Programme screen.

Commission is normally paid quarterly.

The RYA Partner Programme is subject to Terms and Conditions of use. Use of the Partners Programme implies acceptance of these terms and conditions which are available on the RYA website.