



Terms and Conditions

Search Campaign

Protected SEM Bidding Keywords

- Keywords that publishers are prohibited from bidding on for search marketing campaigns.
 - Ghirardelli, Ghirardelli.com, and any variation/misspelling of brand keywords.
- Negative Matching for Protected Keywords
 - You can use negative match to filter out irrelevant searches and thus prevent unwanted clicks. Your ad won't show if a search query contains the keyword term you define as negative keywords. Specify if publishers are required to negative match your protected keywords.

Recommended SEM Bidding Keywords

- High performing keywords that publishers are permitted to bid on for their search marketing campaigns.
 - Chocolate, Candy, Gift Baskets, Corporate Gifts

Prohibited SEM Display URL Content

- Terms that publishers are prohibited from using in the display URLs of search marketing campaigns.
 - Ghirardelli, Ghirardelli.com, and any variation/misspelling of brand keywords.
- Direct linking (Use of Display URL)
 - Publishers are not allowed to link directly to your Web site from their search marketing campaigns. A publisher's landing page listed here should go to their site, not linking to Ghirardelli.

Website

Prohibited Web Site Domain Keywords

- Keywords that publishers are prohibited from using in the top-level domain of their Web site
 - Ghirardelli or any variation or misspelling.

Types Of Web Site Content That Will Not Be Accepted into The Affiliated Program

- Websites which contain political or religious viewpoints other than in the context of news reporting will not be accepted into the program. Website content must also be suitable for viewing by any age group and cannot contain adults only content.
- Usage guidelines as they relate to the use of advertiser's trademarks and/or logos in ad copy and Web site content.
- Websites using Ghirardelli trademarks and logos, except those specifically provided through commission junction for this purpose, cannot be used in any context.

Miscellaneous

Coupons, Products, and Promotional Codes

- Publishers may only use coupons and promotional codes that are provided exclusively through the affiliate program.
- Resale of products offered as part of the program is prohibited.

Non-Commissionable Items

- Products or services that will not qualify for publisher commissions (gift cards, gift wrapping).
- Gift cards and shipping & handling charges are excluded from commissions.