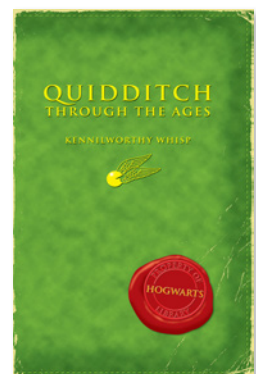
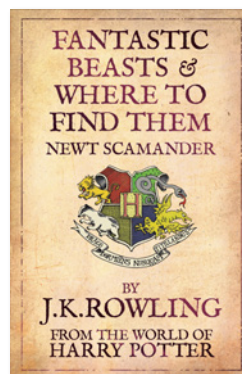
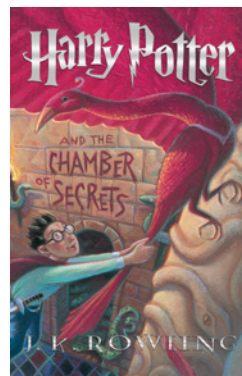
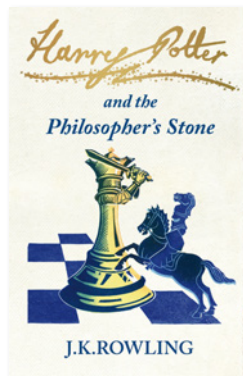


Guidelines for Pottermore Affiliate Programme



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Overview

Welcome to Pottermore from J.K. Rowling ("**Pottermore**"), the place to explore the world of Harry Potter like never before. Pottermore includes an online eBook and digital audio book shop known as the Pottermore Shop ("**Pottermore Shop**").

The Pottermore Shop (<http://shop.pottermore.com>) is the exclusive home of the seven Harry Potter eBooks and digital audio books, as well as J.K. Rowling's three companion eBooks (*Fantastic Beasts and Where to Find Them*, *Quidditch Through the Ages*, and *The Tales of Beedle the Bard*). Users of 18 years of age and above can visit and register with the Pottermore Shop to purchase the eBooks, digital audio books and other items, for themselves or as gifts for others. The Pottermore Shop is currently available in seven languages: English UK, English US, French, Italian, German, Spanish and Japanese, with more languages to be added in the future.

When you ("**Publisher**") are approved by Pottermore you will become a Pottermore affiliate ("**Affiliate**") and you will be able to use assets provided by Pottermore (e.g. web banners or the Pottermore Shop logo) to direct your users to the Pottermore Shop. It is important to use these assets on your website correctly and as outlined in these guidelines, to show your affiliation with the Pottermore Shop. If you do not want to adhere to these guidelines please do not use the assets provided by Pottermore.

If you are a fan site please note that additional guidelines apply. Please refer to the specific guidelines set out below.

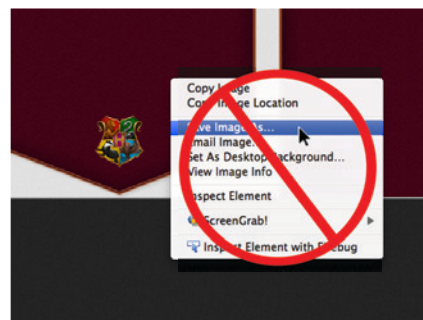
Pottermore Supplied Assets

The Pottermore supplied assets illustrated in these guidelines are for use only by Affiliates who have agreed to the Pottermore Affiliate Programme terms and conditions (the “**Terms**”) and who have been approved by Pottermore to participate in the programme. Pottermore reserves the right to withdraw permission to use the assets at any time if their use is inconsistent with these guidelines, the Terms, or is otherwise deemed inappropriate by Pottermore (and Pottermore’s decision on this shall be final).

Pottermore Shop assets, including web banners, logos, product images, and metadata are hosted by Performance Horizon Group Limited’s (“**PHG**”) reporting interface. For full details on how to access the Pottermore assets please refer to the ‘[Getting Started Guide](#)’ or contact affiliate.support@team.pottermore.com.

We ask that you never download or copy images or assets directly from the Pottermore Shop or Pottermore.com. All of the content on the Pottermore Shop site and Pottermore.com is owned by (and all copyright, trademark and other intellectual property rights in that content, including books supplied via Pottermore, shall at all times remain vested in) Pottermore or Pottermore’s licensors and is protected by UK and international copyright and other intellectual property laws.

Pottermore Assets



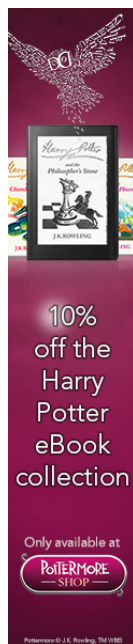
Never download or copy images or assets directly from the Pottermore Shop or Pottermore.com.

Each Affiliate may use one or multiple assets provided by Pottermore including web banners, logos, product images and metadata in compliance with the below guidelines.

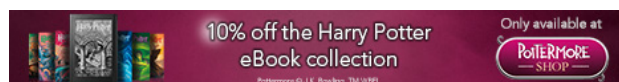
Pottermore Shop Web Banners

Pottermore provides Pottermore Shop web banners in a variety of sizes, with a choice of messages featuring Pottermore Shop products (eBooks and digital audio books). Please do not amend any of the banners provided. If you wish to request a bespoke version of a particular banner then please contact affiliate.support@team.pottermore.com.

Examples



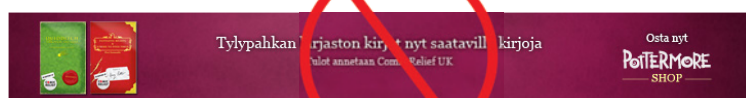
Examples of Pottermore Assets. MPU (above), Skyscraper (left) and Leaderboard (below).



Localisation

Pottermore only provides localised banners for the available Pottermore Shop site languages (English UK, English US, French, Italian, German, Spanish and Japanese).

Localisation



Please do not translate any of the Pottermore Shop banners.

One product or message banner per web page

Please only display one Pottermore Shop banner per creative message per page. For example you can display one audio collection banner and one gifting message banner but do not duplicate by having more than one of each creative message on a single web page.

Pottermore Banner Placement



Do not duplicate banners.

Placement

Pottermore Shop banners may be placed within any of your website's official advertising areas provided that the page content is deemed appropriate by Pottermore. Pottermore Shop banners cannot be placed on any website where the content is potentially libelous, malicious, discriminatory, obscene, unlawful, sexually explicit, or pornographic. You should not place Pottermore Shop banners on any website which disparages Pottermore, J.K. Rowling, the Harry Potter titles, the characters from the Harry Potter series of books, or otherwise damages Pottermore's (or J.K. Rowling's) goodwill or reputation in any way. For more information about what is considered to be appropriate or inappropriate by Pottermore please refer to the Terms.

Pottermore Banner Placement

AFFILIATE COMPANY NAME

Harry Potter digital audio books narrated by Stephen Fry 10% off the series.

Buy now at POTTERMORE SHOP

ONE >

TWO >

THREE >

FOUR >

FIVE >

SIX >

SEVEN >

EIGHT >

NINE >

TEN >

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AFFILIATE COMPANY NAME

From the world of Harry Potter

The Tales of Beedle the Bard by J.K. Rowling

New eBook

Buy now at POTTERMORE SHOP

ONE >

TWO >

THREE >

FOUR >

FIVE >

SIX >

SEVEN >

EIGHT >

NINE >

TEN >

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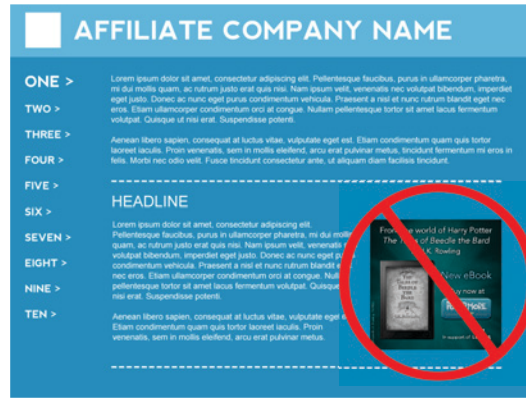
Quisque convalis neque velit. Suspendisse sollicitudin eros a nunc interdum dignissim. Donec eu mi nunc, a porttitor duis. Morbi tempor, nunc eget ornare scullis, purus lacinia vestibulum arcu, sed sceleris rdn magna eu metus. Nunc nec velit massa. Quisque pellentesque hendrerit nunc sit aliquam. Proin auctor elit nec nunc scelerisque viverra. Nunc in laculis risus.

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Donec quis elit et neque viverra fermentum id quis neque. Vestibulum malesuada condimentum du.

Pottermore Shop banners may be placed within any of your website's official advertising areas.

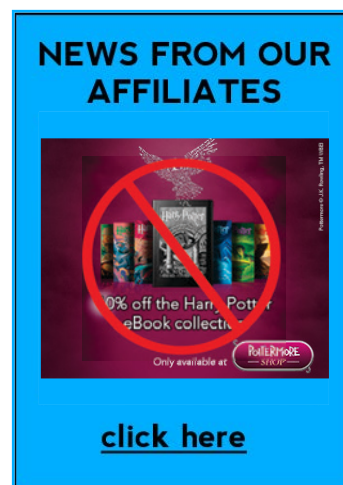
7



A Pottermore Shop banner must never be used within any editorial content your website produces.



It is essential that you never use any Pottermore Shop assets to sell or associate with any hardware devices including, but not limited to, eReaders, tablets, smart phones or MP3 players.



Do not place a Pottermore Shop banner within another banner.



Do not place another banner within a Pottermore Shop banner.

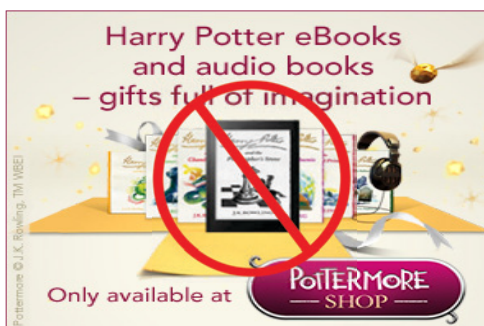


Do not use Pottermore provided assets as your primary source of content.

Size, alterations and additions

Use the Pottermore Shop banners at the size provided wherever possible. The banner may be reduced proportionally to fit your website's layout; however please do not stretch or alter the height, or enlarge the banner, as this will affect the quality. Ensure you maintain the banner's proportions and do not alter the banner layout to make it fit your web page. If you require a very specific banner format please contact affiliate.support@team.pottermore.com to submit your request. If your request is approved please allow for a minimum turnaround time of five working days.

Size, alterations and additions



Do not enlarge or change the proportions of a Pottermore banner.



Please do not add anything to a Pottermore Shop banner (e.g. type, or graphics).



Do not take a product image or logo from a Pottermore Shop banner and use it on its own.



Please do not use only a portion of a banner, the creative must be seen in its entirety (bar permitted size alterations).

Pottermore Shop Logos

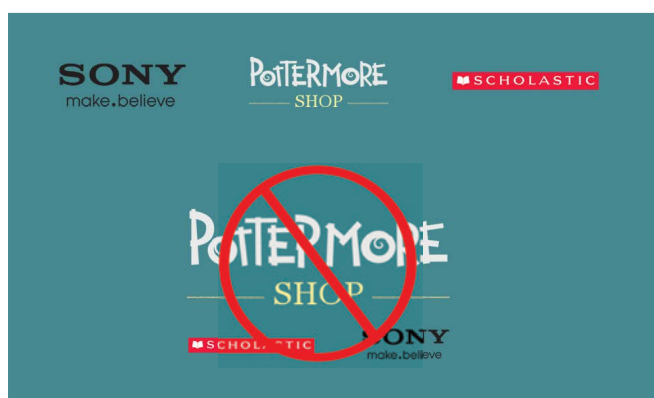
Using the Pottermore Shop logo in a group page

Pottermore provides the Pottermore Shop logo via PHG's reporting interface. The Pottermore Shop logo can be used when an Affiliate displays a group of company logos that are related to the organisations the Affiliate works with. We ask that, when used in this instance, the logo is displayed in the same manner as other brand logos. It must not be made bigger or smaller, stretched or heightened, or put in a more prominent position than other brands' logos. Please never use the Pottermore Shop logo to suggest official partnership or sponsorship, or position it in any way that might suggest this.

Pottermore Shop Logos



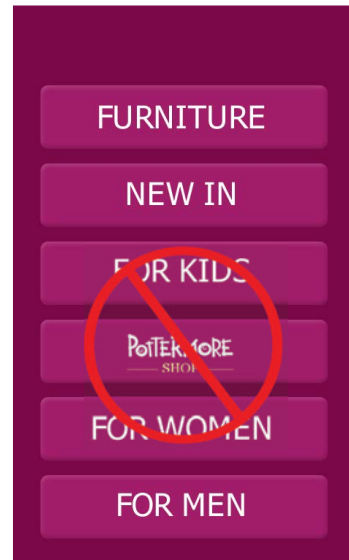
Do not stretch or distort the Pottermore logo.



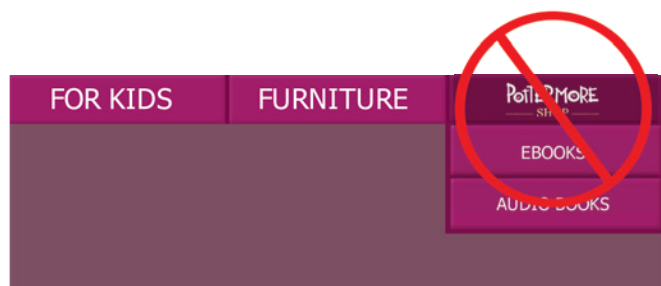
Do not place in a more prominent position or display in a different manner to other brands.



Do not place the logo in a banner.



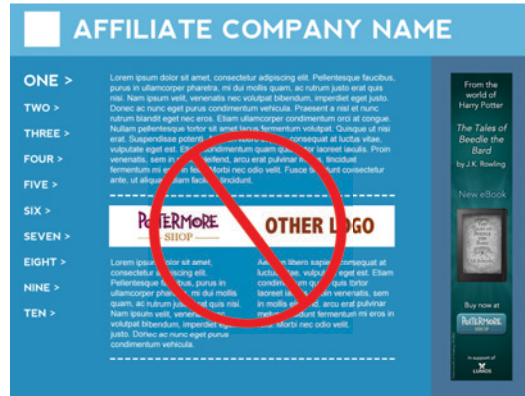
Do not use the logo as part of menu options.



Do not use the logo as a navigation device.



Do not place the logo within editorial content.



Ensure that there is very clear visual separation between the logo and any other logo or content.

n.b. The next four sections in these guidelines: (i) 'Using Product Images and Metadata'; (ii) 'Purchase Links'; (iii) 'Referring to the Pottermore Shop Around Purchase Links'; and (iv) 'Redirect Page' are only applicable to Affiliates who have the capacity to display Pottermore Shop products on a product-by-product basis within their own catalogue on their website.

Using Product Images and Metadata

When using images and descriptions in relation to Pottermore products please use the official metadata and images provided via PHG's reporting interface. For more information please refer to the '[Getting Started Guide](#)'.

We ask that you display our product images and metadata in a way that is consistent with the look and feel of your website.

Purchase Links

In order for a customer to make a purchase, the customer will be required to click away from the Affiliate website, and will be sent to the Pottermore Shop website to make their purchase. Therefore, if using a button or link containing language which would not be true to the customer experience, e.g. 'Add to Basket' or similar, please select and use a more appropriate term instead, e.g. 'Buy Now' or equivalent.

Referring to the Pottermore Shop Around Purchase Links

We ask that there is always a clear indication of the connection between the Pottermore Shop products and the Pottermore Shop.

If possible please use one of the below examples which are listed in order of preference:

n.b. We have used 'Buy Now' as an example of the purchase link.

Purchase links



1. Use the Pottermore Shop logo below the 'Buy Now' button or text link. If you use the logo please do not write 'the' before it. Never translate the 'Pottermore Shop' term or logo.



2. Include the text 'at the Pottermore Shop' in your own 'Buy Now' button or text link using your own brand font.

BUY NOW

Only available at
the Pottermore Shop.

3. Include 'Only available at the Pottermore Shop' or similar as plain text below the 'Buy Now' button or text link.

Redirect Page

If a consumer clicks on a link to purchase a Pottermore Shop product from your website, you may wish to alert your customers that they will be leaving your website to be taken to the Pottermore Shop, and briefly mention why. This will help with successful customer conversions and prevent them falling out of the purchase tunnel.

There are two options for a redirect page:

1. A pop up message which appears upon clicking a Pottermore Shop product purchase link, hosted on your own website. This should explain what the Pottermore Shop is and explain why the customer is being taken to the Pottermore Shop.
2. A new redirect page initiated upon clicking on a Pottermore Shop purchase link, hosted on your own website. This should explain what the Pottermore Shop is and explain why the customer is being taken to the Pottermore Shop.

Below is an example of how you can word the re-direct messaging:

Example re-direct messaging

'We are now re-directing you to the Pottermore Shop to complete your purchase. The Pottermore Shop, the exclusive home of the Harry Potter eBooks, is part of Pottermore from J.K. Rowling, which invites you to experience the world of Harry Potter across multiple digital platforms.'

Linking to the Pottermore Shop

Pottermore Shop banners, logos and product images are supplied via code hosted by PHG, and they contain a link to the corresponding page on the Pottermore Shop website. If you publish a banner or logo outside the PHG data feed on your own server it is essential that you do not override the link. If you override the link this may mean that Affiliate payments cannot be calculated, and you risk not being paid the commission that would have otherwise been due.

If an Affiliate is found to be hosting a Pottermore asset that does not click through to the correct Pottermore Shop page then the Affiliate may risk being removed from the Pottermore Affiliate Programme. For full information on Pottermore Shop links please refer to the '[Getting Started Guide](#)'.

Things to note:

Ensure assets are current

Pottermore Shop assets will be automatically updated via PHG's reporting interface. We ask that you only use the most up to date assets provided.

Webpage layout

Your website should represent your brand's unique look and feel. Please do not attempt to imitate the layout or editorial tone of the Pottermore Shop, or layout/design of the banners provided. We ask that you do not copy any graphic interface elements such as menu bars or buttons from the Pottermore Shop website.

Pottermore refers to its products in the following way:

- eBooks
- Digital audio books (or 'digital audio books' within a sentence)

We ask that, when referring to our eBooks and digital audio books, descriptions remain consistent with other products of the same category seen on your site. If you do not use these terms already, please follow Pottermore's convention and use 'eBooks' and 'digital audio books' when referencing either product.

Using the name 'Pottermore Shop' in text

When written in a sentence, the Pottermore Shop must always be referred to as 'the Pottermore Shop'. It must never be written as 'The Pottermore Shop' unless it is at the beginning of the sentence. It should never be referred to as 'Pottermore Shop' (without 'the') within a longer sentence. The words 'Pottermore Shop' should never be translated.

Acceptable:

- ✓ • The Pottermore Shop is the exclusive home of the Harry Potter eBooks.
- ✓ • Digital audio books are available to buy at the Pottermore Shop.

Not Acceptable:

- ✗ • Digital audio books are available to buy at The Pottermore Shop.
- ✗ • Harry Potter eBooks are available to buy at Pottermore Shop.
- ✗ • Acheter Harry Potter eBooks à la boutique Pottermore.

Using the name 'Pottermore Shop' as a logo

The logo is written 'Pottermore Shop'. We ask that 'the' is not used with the logo when using a purchase link such as 'Buy Now' (See 'Using the Pottermore Shop Logo Around Purchase Links' above).

Acceptable:

- ✓ • Buy at [Pottermore Shop logo]
- ✓ • Buy now at [Pottermore Shop logo]
- ✓ • Available at [Pottermore Shop logo]

Using the name 'Pottermore Shop' as a logo



An example of how to use the name 'Pottermore Shop' as a logo.

Not Acceptable:

- ✗ • Buy Harry Potter eBooks at The [Pottermore Shop logo].
- ✗ • Buy Harry Potter eBooks at the [Pottermore Shop logo]



An example of how not to use the name 'Pottermore Shop' as a logo.

Typography

Please ensure that all headlines and body copy on your website that refer to the Pottermore Shop or Pottermore Shop products are consistent with your company's identity and do not attempt to imitate that of the Pottermore Shop.

All Sorts of Things Page

Please note that the US facing site for the Pottermore Shop includes a page entitled 'All Sorts of Things' which displays a select number of Harry Potter merchandise items. Consumers are redirected to applicable approved third party sites in order to purchase these items. These items are not Pottermore Shop products, and cannot be added to the Pottermore Shop basket. Please note that no commission will be payable where consumers are redirected in this way.

Guidelines for Fan Sites

Harry Potter fan content and/or websites must be non-commercial and not-for-profit. Fan sites may, however, link through to the Pottermore Shop and receive a modest percentage revenue for any sales where the revenue is used for the sole purpose of supporting the Harry Potter fan site. No profit should be made overall for any such sales.

Guidelines for PPC

Affiliates are not allowed to bid on any variations of the Pottermore brand name. This includes bidding on the term 'Pottermore' with other keywords e.g. "Pottermore eBooks" as well as any misspellings.

Additionally please note that you are not allowed to directly bid on the following terms and they must be included as negative phrase keywords within all campaigns.

Not Acceptable:

- ✗ • Harry Potter
- ✗ • Harry Potter audio books
- ✗ • Harrypotter
- ✗ • Harry Potter eBook
- ✗ • Harry Potter eBooks
- ✗ • Harry Potter audio book
- ✗ • Harry Potter audio books download
- ✗ • Harry Potter e books
- ✗ • Harry Potter series

Please note that you are not allowed to use the following phrases in paid search ad copy:

Not Acceptable:

- ✗ • 10% off the (Digital) Audio Book Series
- ✗ • 10% off the (Digital) Audio Book Collection
- ✗ • 10% off the eBook Series
- ✗ • 10% off the eBook Collection

Only Pottermore can use 'Official' or 'Exclusive' with reference to the product.



Legal

The trademarks appearing on Pottermore are owned by Pottermore or Pottermore's licensors including "Pottermore" and "Pottermore.com" together with the "Pottermore" logo.

Sony is a registered trademark of Sony Corporation. The make.believe logo is a trademark of Sony Corporation.

Harry Potter characters, names and related indicia are trademarks of and © Warner Bros. Ent. All Rights Reserved. Harry Potter and Pottermore Publishing Rights © J.K. Rowling.

No permission is given in respect of the use of any of these brands or marks (save where Pottermore has provided assets to you and the assets have been used in accordance with these guidelines). Any use outside these guidelines may constitute an infringement of the holder's rights.

Nothing in these guidelines gives you permission to use the trademarks appearing on Pottermore in your business name, product name or website address without Pottermore's prior written permission.

For More Information

If you need any more information or have questions about using these guidelines please contact affiliate.support@team.pottermore.com.