

ROUXBE

AFFILIATE PROGRAM

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WELCOME TO THE ROUXBE AFFILIATE PROGRAM!

Thank you for choosing to partner with Rouxbe to bring culinary confidence and competence to cooks & chefs in kitchens around the world.

Our program is made up of a variety of select partners who are keen to promote Rouxbe and have achieved great success. We are committed to setting you up for success. The first step starts with the Rouxbe Affiliate Program Welcome Toolkit. The goal of this toolkit is to give you everything you need to promote Rouxbe in your business.

If you have any questions, don't hesitate to reach out to us at affiliates@rouxbe.com.

We look forward to partnering with you,

The Rouxbe Team





HOW TO JOIN

HOW TO JOIN

- + To apply, go to rouxbe.hasoffers.com
- + Click "Partner Sign-up"
- + Fill out form and submit the application.

You will receive an email if your application has been approved within 3-5 business days. If your application is not automatically approved, you will receive an email requesting more information.

The image displays three overlapping screenshots of a registration form. The top-left screenshot is titled "Account Details" and includes fields for "Company / Name: *", "Address 1: *", "Address 2:", "City: *", "Country: *" (with "United States" selected), "State: *" (with "Alabama" selected), "Zipcode: *", and "Phone: *". The middle screenshot is titled "User Details" and includes fields for "E-mail Address: *", "Password: *", "Confirm Password: *", "First Name: *", "Last Name: *", and "Title:". The bottom-right screenshot is titled "Additional Questions" and includes fields for "Website: *", "Instagram:", "Facebook:", "Twitter:", and "Are you a Rouxbe graduate?:". Each field is represented by a text input box with a small double-slash icon at the bottom right corner.



GETTING
STARTED

GETTING STARTED

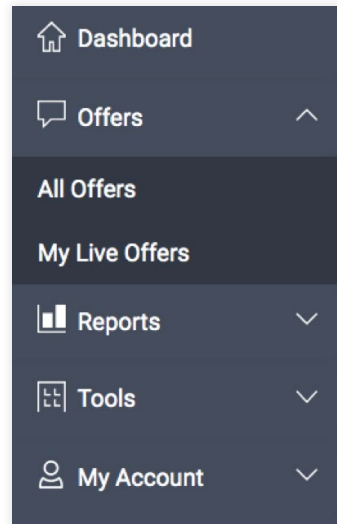
- + Log in to rouxbe.hasoffers.com to access your Affiliate Dashboard

To Find Offers

Offers are promotions of products or services. With Rouxbe, you have the opportunity to promote offers of our courses, memberships, and gift cards via text links and creatives.

In the main navigation,

- + Go to the **Offers > All Offers**
- + Click on the offer **Name**



Offers: All Offers

Filters ▾

ID ▾	Preview	Name	Payout	7-Day EPC
13	Preview Landing Page	Seafood Literacy	10.00% CPS	New
10	Preview Landing Page	Rouxbe Membership	\$10.00 CPA	New
8	Preview Landing Page	Plant Based Certification	10.00% CPS	\$0.00
6	Preview Landing Page	Vegan Desserts	10.00% CPS	\$0.00
4	Preview Landing Page	Culinary RX	10.00% CPS	\$0.00
2	Preview Landing Page	Professional Cook Certification Course	10.00% CPS	New

To post an offer via text link

Copy the unique tracking link for the offer and insert it as a hyperlink on your site. This is where you can also customize the sub IDs you want to pass, add impression pixels and more.

To post an offer via creative assets

Scroll down to the bottom of the offer page and you will see a list of creative assets where you may **“download”** or **“get code”** for the creative asset you need.

Rouxbe Membership

Your Tracking Link

Landing Page: [Preview Landing Page](#)

Customize Your Tracking Link: [Add Source](#) [Add Creative](#) [Add Sub IDs](#) [Add Click ID](#) [Add Unique](#)

Add Affiliate Source: [Add](#) You can view data aggregated

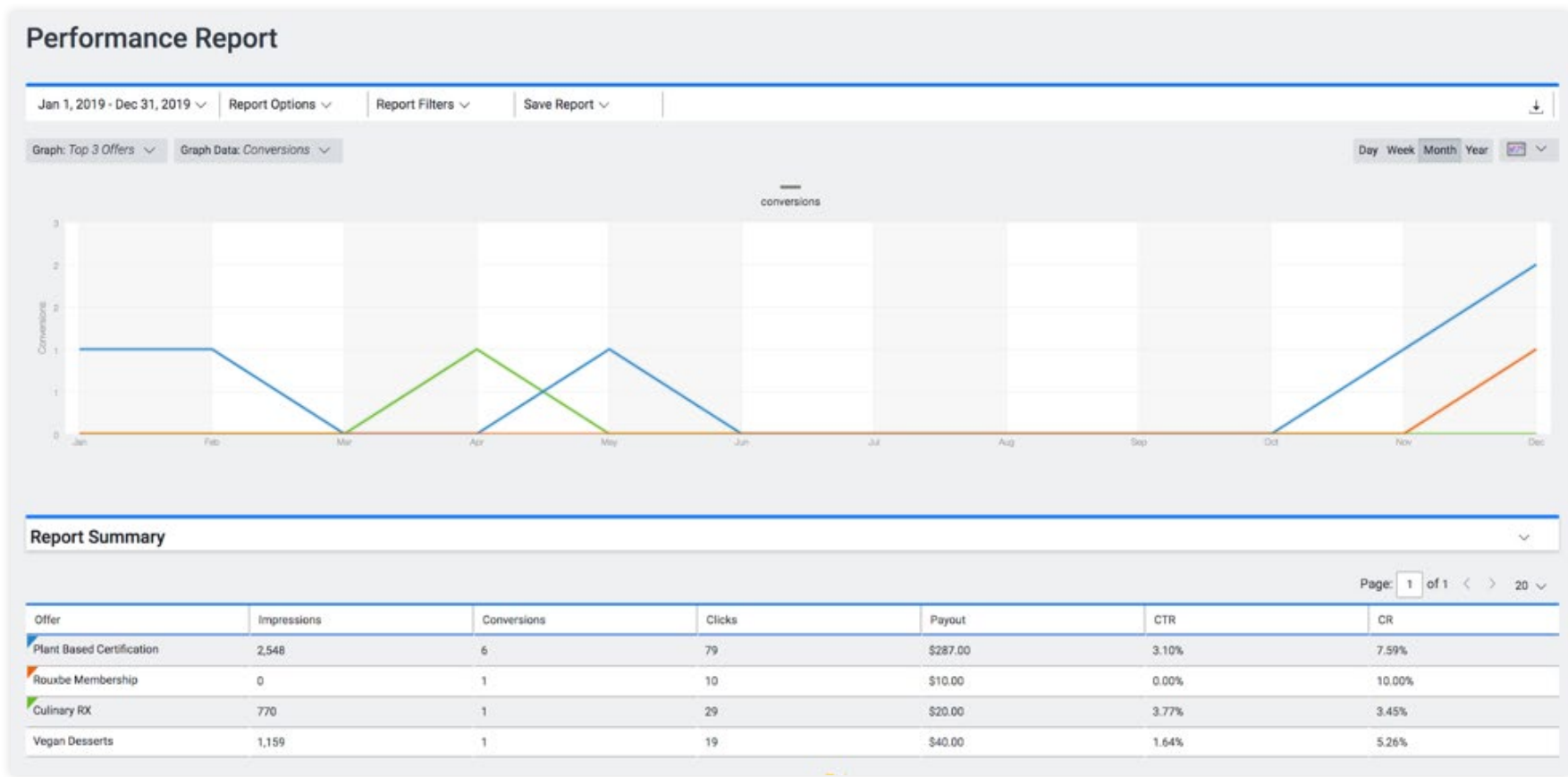
Type	Name/Preview	Placement Options
Static Banner 728x90	20180625134130-MEMBER-728x90-3A.jpg	Get Code Download Ad Group
Static Banner 300x250	MEMBER-300x250-3A.jpg	Get Code Download Ad Group
Static Banner 160x600	MEMBER-160x600-3A.jpg	Get Code Download Ad Group
Static Banner 970x250	MEMBER-970x250-2A.jpg	Get Code Download Ad Group
Static Banner 300x250	MEMBER-300x250-2B.jpg	Get Code Download Ad Group
Static Banner 300x250	MEMBER-300x250-2A.jpg	Get Code Download Ad Group
Static Banner 970x250	MEMBER-970x250-2B.jpg	Get Code Download Ad Group

TIP: The Rouxbe Affiliate Program cookie window is 60 days!

Reports

The two most helpful reports in your HasOffers account are:

- + **Performance Report:** view how clicks, conversions, and payouts change over time. The graph shows you how your top offers perform for quick comparison.
- + **Conversion Report:** provides data on individual conversions – offer data, user data collected, affiliate sub IDs, transaction IDs, time of conversion, etc.



Commissions

We value your partnership and promotion of Rouxbe and offer very competitive commission rates.

For all courses, commissions start at 10% of the net sales price or customer first payment. Commissions for membership are \$10.00 per transaction. To accommodate for sales cycle, there is a 60-day cookie window.

Billing & Payment Details

To view your billing details, go to **My Account > Billing**.

Under billing details, please make sure your payment information is correct. We recommend choosing PayPal or check as your payment method.

You can click on the pencil icon in the Billing Details section to edit your billing information. To see information on your invoice and payment history, scroll down

Billing

Overview

ACCOUNT BALANCE	PAYOUT - YEAR	PAYOUT TO DATE
\$446.66

NOTE: Commissions are paid out monthly as long as your balance is greater than \$250. Accounts with a balance of less than \$250 will roll over until \$250 is reached.

Billing Details

Payment Method Check	Invoice Frequency Monthly
Payable Type Individual	Address
Payable To	

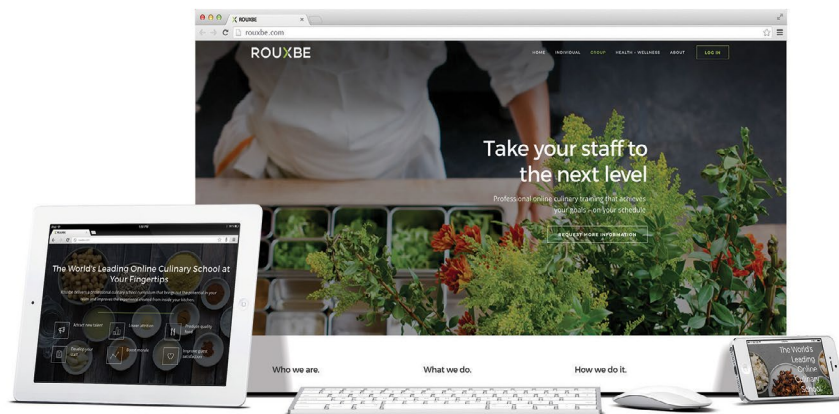


ABOUT
ROUXBE

ABOUT ROUXBE

Founded in 2005, Rouxbe (“ROO-bee”) is the world’s leading online culinary school, training people of all abilities to become better, more confident – even healthier – cooks in kitchens around the world. With over 580,000 students worldwide, we train home cooks, culinary students, professional cooks, health coaches, nutritionists and everyone in between. Using intuitive learning technology, premium culinary content and leading chef educators Rouxbe is setting a new standard in culinary education.

**AVAILABLE ANYWHERE,
AT ANY TIME, ON ANY DEVICE**



“I’m convinced that Rouxbe Online Culinary School is the future of culinary education and training.”



MARCUS SAMUELSSON

Award winning author
and chef

“Culinary training is a combination of hands-on experience and engaging content. Rouxbe has developed a cost-effective and globally relevant platform that enables us to deliver both elements in our efforts to advance the careers of our culinarians.”



BRAD NELSON

Corporate Executive Chef,
Marriott International

“Rouxbe has created an exceptional culinary training tool that can reach aspiring chefs on a scale not previously thought possible”



DAVID GARCELON

Director of Culinary at the
Waldorf Astoria Hotel in NYC



COURSES



PROFESSIONAL COOK CERTIFICATION

PROFESSIONAL COOK CERTIFICATION

rouxbe.com/professional-cook-certification-course | 6-month course | \$999.99

This 200-hour professional certification course covers material and instructional content found in top professional culinary schools – completely online. Focusing on essential foundational techniques, this timed instructor-led program consists of rich assessments and both student-submitted assignments and live instructor support.

Course Highlights:

- 27 units | More than 85 lessons | 500+ tasks
- More than 200 instructional high definition videos
- Certificate upon graduating
- Exclusive student community access
- Personalized Instructor guidance and grading
- Live events featuring expert guest speakers



PLANT BASED PRO

C E R T I F I C A T I O N

PLANT-BASED PROFESSIONAL CERTIFICATION

rouxbe.com/plant-based-certification-course | 6-month online course | \$1,299.99

This ground-breaking plant-based certification course will focus on the application of core techniques and allow you to explore and practice a variety of recipes and flavors from around the world. Advanced raw techniques are also included and address health supportive cooking with no oil, low sodium and gluten-free options.

Course Highlights:

- 120 hours of coursework | 25 units | 89 lessons | 400 tasks
- More than 200 instructional techniques and videos
- Certificate upon graduating
- Personalized Instructor guidance and grading
- Exclusive student community access
- Live events featuring expert guest speakers



Fran Costigan's

ESSENTIAL VEGAN

DESSERTS

ESSENTIAL VEGAN DESSERTS

rouxbe.com/vegan-desserts | 90-day online course | \$499.99

Based on Fran Costigan's popular Vegan Baking Boot Camp, this 90-day course focuses on essential techniques and recipes so you can create quality vegan desserts with confidence. The course starts with an explanation of key equipment, ingredient selection and function, and foundational techniques for creating desserts without the use of eggs and dairy.

Course Highlights:

- 100 hours of coursework | 200 tasks
- More than 50 instructional techniques and videos
- Over 85 decadent vegan dessert and component recipes
- Certificate upon graduating
- Personalized Instructor guidance and grading
- Exclusive student community access
- Live events featuring expert guest speakers

SEAFOOD LITERACY

WITH BARTON SEAYER



SEAFOOD LITERACY

rouxbe.com/seafoodliteracy | 90-day online course | \$499.99

Seafood Literacy is an online course created by Chef Barton Seaver and Rouxbe. Understanding how to source, prepare, cook and serve food is a skill set called Seafood Literacy – the confidence and competence to take full advantage of all the unique qualities of fish, shellfish and sea greens have to offer. Working to attain a high-level of Seafood Literacy makes you more valuable as a cook and gives you the opportunity to be a leader in your kitchen.

BARTON SEAYER

Award-winning chef, author
& sustainable seafood expert

Portland, ME

Course Highlights:

- Advanced 15-hour course
- 6 units | 70 tasks | 5 Assessments | Resource Library
- 140+ high-quality instructional and technique videos
- Personalized instructor support and grading
- Certificate of Completion upon graduating



FORKS OVER KNIVES®

FORKS OVER KNIVES COURSES

forksoverknives.com/cooking-course

Course Highlights:

- Certificate upon graduating
- Exclusive student community access
- Personalized Instructor guidance and grading
- Live events featuring expert guest speakers
- More details

The Ultimate Course

90-day online course - \$349.99

- 9 Units
- 45 Tasks
- More than 100 recipes
- 30 credits from the American Culinary Federation

The Essentials Course

20 hour online course - \$349.99

- 5 Units
- 20 Tasks
- More than 25 recipes



MEMBERSHIP

ROUXBE MEMBERSHIP

rouxbe.com/membership | \$9.99 per month or \$99.99 per year

Highlights:

- Access to 75 lessons and hundreds of chef-created recipes
- More than 12 courses ranging from pasta to knife skills
- Personalized instructor support and grading
- Certificate of Completion upon graduating courses



CULINARY RX

CULINARY RX

rouxbe.com/culinary-rx | 12-hour course | \$49.99

This online instructional cooking and nutrition course, taught by leading chef educators and medical professionals, empowers students through their transition to a more health-supportive diet and lifestyle. Completing the course provides individuals with the tools, resources and culinary confidence to take control of their life through food and cooking.

Course Highlights:

- More than 95 instructional technique videos
- Over 75 plant-based recipes
- Certificate upon graduating
- Exclusive student community access
- Personalized Instructor guidance and grading
- Live events featuring expert guest speakers

Again, we are here to support our affiliates and look forward to working closely with you. If you have any questions, please reach out to us at affiliates@rouxbe.com.



facebook.com/rouxbe



instagram.com/rouxbe



twitter.com/rouxbe



linkedin.com/rouxbe

To access your Rouxbe Affiliate dashboard visit rouxbe.hasoffers.com.