



🔄 Purple Parking Affiliate Program Information Pack

📌 Purple Parking Brand PPC Guidelines

- Affiliates are not permitted to bid on our brand copyrighted name and following key words within paid search activity or terms containing these key words: Purpleparking, Purple Parking, Purpleparking.co.uk, Purple-Parking.
- Affiliates are not permitted to bid on misspells or variations of our brand names & keywords outlined above within paid search activity. Examples: PupleParking, Purplepaking, purplparking, parkingpurple etc.
- Affiliates are not permitted to bid on hybrid terms that contain our brand name (including misspells and variations) within paid search activity. Examples: purpleparkingheathrow, purpleparkinggatwick, etc.
- Affiliates are not allowed to use any sites or landing pages that represent themselves or pass themselves off as Purple Parking or take any action that is likely to mislead third parties to believe such a site is the Purple Parking site.

If you are considering running PPC activity, please read through our terms carefully below. If you have any questions, please contact the program's Affiliate Manager, Sinead Hernen, at sinead [at] azam.net.

Ad Copy Restrictions

- Affiliates are not permitted to use our brand name within their ad title for paid search activity.
- Affiliates are not permitted to use our brand name within their ad copy for paid search activity.
- Affiliates are not permitted to direct link by using our official URL as the display URL within their ad copy.
- ALL affiliates should add the following terms into their PPC campaign negative keyword lists:
Purple Parking, purple parking, purpleparking, purpleparkin, purpleparking.com, purpleparking, purpleparking heathrow, purpleparking Gatwick, parkingpurple, purpleparking



Luton, purple parking, purple parking heathrow, purple parking Gatwick, parking purple, purple parking Luton, purple parking, purple parking Birmingham, purple parking stansted, purple parking heathrow airport, purple parking discount, purple parking at heathrow, purple parking gatwick airport, heathrow purple parking, purple parking Bristol, purple car park heathrow, purple parking – heathrow, parking airport purple, purple car parking, purpleparking.com, purple parking at Gatwick, purple car park, www.purpleparking.com, purpleparking heathrow, purple parking luton airport, purple parking London, gatwick purple parking, purple park, purple airport parking, purple parking, purple parking

Domain Restrictions

- Affiliates are not permitted to use domains containing our brand name (including misspells and variations) within paid search activity.
 - Examples: www.purpleparkingandairports.co.uk ,
www.purpleparkingandmanchesterairport.com, www.purpleparkingggcarparks.org etc.
- Affiliates are permitted to use our brand name (including variations) within the sub folders of their domains for paid search activity.
 - Examples: www.affiliatesite.co.uk/purpleparking,
www.affiliatesite.com/purpleparking, www.affiliatesite.org/purpleparking etc.
- Affiliates are not permitted to use our brand name (including misspells and variations) as a sub domain of their own domains for paid search activity.
 - Examples: www.purpleparking.affiliatesite.com, www.
purpleparking.affiliatesite.co.uk, www. purpleparking.affiliatesite.tv etc.

Pop-ups, pop-unders & iframes

Any pop-up, pop-under or iframes that are used to force the cookie onto the users browser are entirely unacceptable.

General Terms and Conditions

1. In addition to the terms for PPC advertising, affiliates are generally not permitted to use any sites or landing pages that represent themselves or pass themselves off as Purple Parking or take any action that is likely to mislead third parties to believe such a site is the Purple Parking site. Affiliates may not put the Purple Parking website into frames.

2. Any sites consistently presenting apparent offers from Purple Parking that do not exist will not be paid commission for their activity. This applies in particular to the promotion of discount or voucher codes. Affiliates will not be paid for such activity if:

(a) In our opinion the implication of the affiliate promotion is that we do have discount or voucher codes when we do not



and/or

(b) In our opinion the intention of the promotion is to drop cookies, rather than promoting our business in a constructive way.

This measure is designed to protect our business from disappointed customers and to protect affiliates who are genuinely trying to promote our business. It should be emphasised that these terms are aimed at stopping any consistent misrepresentation of our business.

Affiliates will not be paid commission for any activity which contravenes these guidelines.

Types of affiliates not allowed on the program

As Purple Parking is a trusted brand we will not accept any sites that will be detrimental to our brand by association.

The following types of site are not acceptable on the program:

- Sites that contain or link to sexually explicit material and/or language
- Sites that contain or promote any form of violence, gambling and/or illegal activities
- Sites that contain discrimination against race, sex, religion, nationality, sexual orientation, age etc.

Cashback and Voucher Code Publishers

Cashback and voucher code sites are allowed on the program. Voucher Code sites must abide to our terms and conditions highlighted above and to the IAB Affiliate Council regulations implemented in 2009, no fake codes or out of date codes are permitted.

There is the option for Purple Parking affiliates to use a specific Purple Parking Affiliate Future voucher code. This entitles the customer to 5% OFF Purple Parking. Any affiliate using the code will earn 5% commission on all sales regardless of the number of sales or the airport at which the sale was made. If you would like more details, please contact sinead [at] azam.net.

All other affiliates not wishing to use the Purple Parking voucher code will continue to earn between 10% & 15% for sales made at Manchester and Heathrow airport (subject to number of sales) and 7.5% for sales made at all other airports.



XML Feed

Purple Parking also offers a live XML feed. This is available on both Tradedoubler and AffiliateFuture. If you can have any queries regarding the feed, you may contact the Affiliate Manager, Sinead Hernen.

Contact

If you would like to know more about the affiliate program or its guidelines, please visit the [Purple Parking Affiliate Program Information Page](#). If you queries are not addressed there, you may contact:

Sinead Hernen - sinead [at] azam.net or 07984 771907

The screenshot shows the Purple Parking website interface. At the top, there's a navigation menu with links: Home, Airport News, Parking Services, Airport Parking, Car Park Info, Parking Quote, My Parking, About Us, Contact Us, and FAQs. Below the menu, there are three main sections: PARKING, PARKING & HOTELS, and HOTELS. The PARKING section features a 'QUICK QUOTE' form with fields for 'Choose Airport' (set to Heathrow), 'Departure' (dd/mm/yyyy), and 'Return Date' (dd/mm/yyyy). A 'GET MY QUOTE' button is below the form. To the right of the form is a 'SAVE UP TO 60%' badge and a 'PURPLE PARKING PRICE PROMISE' badge. Below the form is a testimonial from Mrs Ottway: "Just wanted to say a very big thank you for your fantastic service. We dropped off early and were met promptly, the car was ready on arrival back at LHR on Sat and the car was beautifully clean having booked the valet service. Many thanks, we will definitely use your service again, and recommend you to others." Mrs Ottway. To the left of the testimonial is a cartoon character holding a sign that says 'PARKING CARS FOR OVER 25 YEARS'. At the bottom of the page, there are logos for VeriSign, GTMC, and itm, and a footer with copyright information and site map.