

Discounts on ABA products for your members, non-dues revenue for your bar!

ABA Bar Affiliate Benefit Program exclusively for Bar Associations

What is the ABA Bar Affiliate Benefit Program?

The program offers your members a 15% discount on all ABA web store purchases. Additionally, your bar will receive an annual marketing fee calculated as 15% of net member purchases. Orders are tracked by a discount code specifically assigned to your bar.

Do you have marketing templates we can use?

The ABA will provide marketing content to the bars for the purpose of advertising this member benefit. We have created an electronic “widget” for your website that will update dynamically and automatically to provide fresh content and special offers such as free shipping. There is essentially no administrative responsibility required by bar staff—no orders to take, no invoices to pay, and no updates to post. Because the information on the widget is updated frequently, it has the ability to increase repeat traffic to your website and increase the value of membership.

Tell me more about the “widget.”

The ABA will work directly with your bar to place the widget on your site as you feel appropriate, and we will continue to provide technical support as needed. Our intention is not to compete with any information you currently list on your site, but to enhance the value of membership. Information about the discount code will be placed outside the actual widget so that the information within can update automatically with enhanced content like sample chapters, podcasts, free downloads, and special offers like free shipping.

How and when will we be paid our marketing fee?

On an annual basis, the ABA will track the sales to your members via your specific discount code. We will send you a check for 15% of the net revenue. For example,

Regular Price	Your Member's Price	Your Marketing Fee
\$149.95	\$127.45	\$19.12

It's important that your member use the code when they check out. If your member fails to use your promo code, they will not get a discount and we will not be able to capture your sale.

We currently participate in the ABA Bar Discount Program, will that still exist?

No. In order to provide this new benefit, we will be discontinuing the program formerly known as the ABA Bar Discount Program on June 1, 2009. However, we can sign you up immediately to take advantage of the new program.

We already have a discount code that we advertise on our site, will that change?

No. Your code will remain the same with the new program.

We like to order ABA materials to include with our CLE courses and at bar conferences. Will that option still be available?

Yes, bulk orders will be handled separately from the Affiliate Program and discounts will be based upon quantity.

How can I find out more about the ABA Bar Affiliate Benefit Program?

For detailed information or to sign up, please contact Catherine Kruse at 312.988.6112 or krusec@staff.abanet.org