

Greetings, Bloggers, Podcasters, and Vidcasters!

DriveThruRPG is proud to announce our new **DriveThru Gaming Blogs & Podcasts Support Program**, whereby we can provide you both broad-based support for all of your audience as well as specific prizes to be used as giveaways, charity auction items, or however else you feel best supports your program.

All we need to get you set up is the following information:

- 1) The name of your blog or media program.
- 2) Your web site.
- 3) Estimated audience or readership.
- 4) A brief synopsis of the blog or show, giving us an idea how it supports the RPG hobby.
- 5) Your schedule or posting or releasing.
- 6) What publishers you tend to focus on (if any) or otherwise have supporting your efforts already.
- 7) Deadlines for when you would need support materials (if applicable; basically, I need an idea of where in the month I'd need to plan to get new codes to you, etc.).

Please note that we will not be providing any *physical product support*. Instead, we will be providing codes that can be used to attain discounts and free products that are down-loadable from our site. Here's how it works -

- You will receive a “Main Support Code” that will be useful for a special discount off of a number of products on our site. This can be published on your site (along with a basic message and graphic for DriveThruRPG), indicating that all readers/audience members will be able to make use of the code up to 60 days after the end of the month of the initial posting or media release. You can also pimp the code during the broadcast as appropriate, etc.. **The Main Support Code will be issued once a month**, unless a different schedule is called for.
- You will also receive a limited number of “Prize Codes.” These will be good for a single or limited set of products to be downloaded for free for a **single** person. They are intended as special giveaways, either to support specific contests, serve as auction items for a charity you're supporting, or in some similar fashion. Prize Codes will be good for a single customer for one year following the end of the month of broadcast or posting. **The Prize Codes will be issued once a month**, unless a different schedule is called for.
- You will need (and want) to set up an account with DriveThruRPG (if you don't already have one; an account with RPGNow counts as well). This way, you can use the Affiliate System ([http://rpg.drivethrustuff.com/affiliate\\_faq.php](http://rpg.drivethrustuff.com/affiliate_faq.php)) to post links on your show/blog site and **earn 5% from every sale made** by those who make purchases from our site after linking in from yours. This is a highly important way you can really benefit from our ongoing partnership with you.
- You will also be established (if you aren't already) as a **Feature Reviewer**; this means you will be receiving codes for a great many new releases (as well as other products sent out specifically by publishers seeking reviews). In addition, you can let me know if there's a particular product you wish to cover, and I can usually arrange for it to be comped to you for that purpose.
- I will be doing a regular feature in our weekly newsletter, something along the lines of “Blog of the Week” and/or “Podcast Corner,” which will point readers directly at the various partners who are a part of this program.

- Other special arrangements and joint efforts can always be explored over time and as appropriate for each partner.

In return for all of the above, all that we require is a link to DriveThruRPG be posted on your main page (and we encourage the Affiliate linking so that you will actually earn money for that). As well, if you are a podcast or vidcast, we ask that you mention DriveThruRPG in some (generally positive, please) fashion during your show. We can provide both an audio and a video “bumper” for that purpose, though we don't require that you use it specifically.

Through this program, we can establish a mutually-beneficial relationship that gets you and your customers access to great discounts and some freebies, as well as a regular stream of added income for your efforts (through the Affiliate link). You also get the support of literally hundreds of publishers in the RPG industry and added exposure to well over a hundred-thousand of our customers worldwide.

We appreciate both your desire to work with us in providing your audience special support for their interest in your efforts, as well as the broad support of gaming that you are providing with your creativity and desire. Please let us know if there is any other way we can help you, and thanks for being another great source of support for the gaming hobby.

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