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## B&H Affiliate Holiday Kit



This Holiday Season **B&H** is offering its valued affiliates a **Holiday Kit**. This Kit includes several new tools and resources designed to provide additional value to your site and hopefully increase your ability to monetize the natural behavior of your current audience. Additionally, our account management team is available to help you with any additional needs you may have this holiday season. We appreciate our relationship with all of our partners and wish everyone great success this holiday season and a happy and healthy New Year.

## B&H Interactive Video Widget

The Interactive Video Widget is easily configurable to be embedded on your site and includes all needed tracking parameters. This widget allows the visitor to view the video, click to product detail page, view product info within widget, email to a friend, and expand to full Screen.



## B&H Video Library

B&H now allows you to embed any of its hundreds of high quality video on your site and easily add tracking parameters to the link. Add them to a review, blog post or even create a video section on your site.



## B&H Search Box

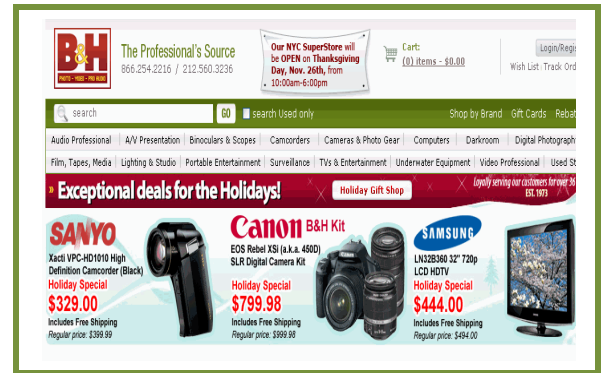
This search box has been implemented on several top affiliate sites and drives a tremendous amount of traffic and sales. It provides value to your visitors allowing them to be able to find any of the 250,000+ products that B&H sells seamlessly from your site.



# New Tools & Resources (Cont)

## More Deals! More Deals!

We have drastically ramped up our ability to send out deals to our affiliates. Now we will be able to send over ten times the amount of deals and our deals will be segmented, so the right sites will be getting the right deals for their audience.



## New Holiday Themed Banners

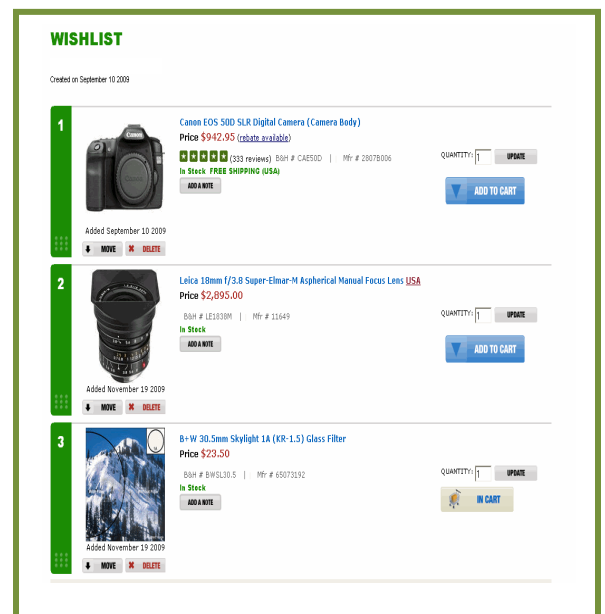
Fresh Holiday Banners are will be available this holiday season. People are searching for everything holiday so join in the party.



## Create Custom B&H Kits with our new Wishlist

Now you have a chance to make your dream B&H kit.

1. Pick and choose the items you want, add them to your wishlist.
2. Make your wishlist **Public** and copy the link on your page. Enter all tracking parameters and you have just created a custom landing page with your hand selected B&H kit.
3. Additional ideas:
  - a. Create Top ten lists, My gear lists etc.



For all the details of how the above mentioned tools and resources can be implemented on your site or provided to you please email: [affiliateteam@bhphoto.com](mailto:affiliateteam@bhphoto.com)

# Happy Holidays!

