



## **Search Engine Strategies (SES) and Pepperjam Network Announce the Launch of Exclusive Affiliate Program**

*Affiliates Earn 5% of All Ticket Sales*

New York, NY, February 29, 2008 --(PR.com)-- The Search Engine Strategies Conference & Expo Series (<http://www.searchenginestrategies.com>) and Pepperjam Network (<http://www.pepperjamnetwork.com>) announce today the exclusive launch of the Search Engine Strategies (SES) Affiliate Program, which allows affiliates to promote Search Engine Strategies on a pay-for-performance basis. Through the SES Affiliate Program, participants encourage the purchase of SES conference passes using unique SES banners, text links, and pepperjamADS on their websites. In return, participants receive 5% of each referred sale. To sign up for the SES Affiliate program, all interested parties must register as a publisher on Pepperjam Network here ([www.pepperjamnetwork.com/affiliate/registration.php?refid=2425](http://www.pepperjamnetwork.com/affiliate/registration.php?refid=2425)). Pepperjam Network is the brainchild of SES speaker and veteran Internet marketing expert [Kristopher B. Jones](#).

To kick off the launch of the SES Affiliate Program, a contest will be held where the affiliate who generates the most ticket sales between today and the first day of SES New York Conference and Expo ([www.SESNewYork.com](http://www.SESNewYork.com)), March 17, will receive a free full-conference pass to the event or any similar SES event held in 2008. The winning party will also receive an exclusive VIP ticket to the Pepperjam-sponsored SES private dinner party to be held at the Manhattan Penthouse in New York City.

Kristopher B. Jones, President and CEO of Pepperjam Network, said, "Pepperjam Network is honored to launch the Search Engine Strategies Affiliate Program. The SES Affiliate Program provides affiliates and bloggers with the unique ability to promote ticket sales to SES-related events around the world. We are thrilled to be associated with this prestigious program and we look forward to working closely with SES to create a powerful and transparent pay-for-performance sales force."

The largest show in the SES global series and the largest search engine marketing conference and expo globally, [SES New York](#) is a once-a-year opportunity for marketers to gain direct counsel and guidance from noted search industry experts. This "must attend" event offers attendees more than 65 sessions across an array of experience levels. These informative sessions range from search fundamentals to tracks that hone in on issues and tools such as social search, retail, advertising, multimedia and contextual ads. In this unique setting, marketers gain invaluable knowledge to keep their company ahead in search engine rankings.

"Our loyal blogger and affiliate community is already second to none," said Matt McGowan, VP of Marketing for Search Engine Strategies, an Incisive Media property. "Search Engine Strategies is always trying to stay ahead of the curve as the leading search engine marketing and search engine optimization show in the industry, so we hope this new endeavor shows our appreciation for the part our affiliates play in our SES community."

About Pepperjam Network



Pepperjam Network - [www.pepperjamnetwork.com](http://www.pepperjamnetwork.com) - is a next generation affiliate marketing network that provides advertisers and publishers with industry leading pay-for-performance tracking, reporting, communication, and payment solutions. Pepperjam Network is a division of Pepperjam, a full-service internet marketing agency recognized by Inc. Magazine for the last two consecutive years as one of the fastest growing businesses in the United States. Pepperjam offers professional management services in the areas of search-engine marketing, affiliate marketing, and online media planning and buying. Learn more about Pepperjam at [www.pepperjam.com](http://www.pepperjam.com).

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About Incisive Interactive Marketing LLC - A Division of Incisive Media PLC

[Incisive Media PLC](#) is a specialist business information provider, based in the UK with offices in North America, Hong Kong, India and Mainland China. The company's activities are currently built around ten core industry sectors - mortgages; marketing services; financial technology; retail investment; capital markets; risk management; insurance; legal services; private equity and photography. Information is provided via a wide range of channels--in print, in person and online. Funds advised by Apax Partners, a leading global private equity group, recently completed the successful de-listing of Incisive Media from the London Stock Exchange alongside the existing management.

Incisive Interactive Marketing LLC is the marketing services division of the company and incorporates leading websites [Search Engine Watch](#), the [ClickZ Network](#) and their associated events series including [Search Engine Strategies](#). These properties were acquired in 2005.

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