American Barbell

Program terms and conditions

Last updated at: 14 Jul 2025

Commission

Does the amount used to calculate commission (from the transaction value) include:

VAT/sales tax No

Delivery charges No

Credit card fees No

Gift wrapping or other service charges No

Are any products or product categories excluded from earning commission? Yes

List those products or product categories:

- Certain excluded categories may apply (e.g., clearance, bulk/commercial orders).

Do you decline commission for any of the following reasons?

- Not a new customer: Yes
- Order reference not found: Yes
- Conversion attributed to different partner: Yes
- Order couldn't be fulfilled: Yes
- Order canceled or unpaid: Yes
- Commission already paid: Yes
- Order returned: Yes
- Minimum order value not met: Yes
- Query window has passed: Yes
- Program no longer active: Yes
- Credit check failed: Yes
- Conversion attributed to different channel: Yes
- Product not eligible for commission: Yes
- Not a valid order: Yes
- Business has closed: Yes
- Order partially returned: Yes
- Order not found with provided info: Yes
- Coupon code not allowed: Yes
- Pay-per-click (PPC) terms not met: Yes
- Other: Yes

Other

Search engine promotion

Will partners receive full commission if they:

Will partners receive full commission for paid search activity? Yes

Use your brand name in their display URL No

Use your brand name in their paid search title and description No

Add your brand name into their negative keyword list Yes

Display their ads when variations of your brand name are entered as search terms (e.g. using extra spaces or punctuation)

No

Display their ads when misspellings of your brand name are entered as search terms No

Display their ads when your brand name plus another keyword are entered as search terms No

Place shopping ads on search engines that link directly to your website Yes

Do you only allow a specific group of partners to earn commission on brand-related keywords (search terms)?

Yes

For approved paid search activity, will partners receive commission for conversions from the following search engines?

- Yahoo: Yes
- Bing: Yes
- Google: Yes
- Other: Yes

Other Subject to approval.

Are there any keywords (search terms) that will make paid search activity ineligible for commission?

Yes

List those keywords:

- All brand terms and close variants are ineligible unless specifically approved.

Do you need partners to use a separate publisher account for ads placed on Comparison Shopping Services (CSS), ad networks, or similar platforms? This would let you set different commission rates and rules for the activity.

Yes

Preferred partner types

Allowed partner types:

- Linking via landing pages
- Cashback
- Content creators and influencers
- Comparison shopping service (CSS)
- Editorial content
- Communities and UGC
- Direct linking
- Discount code
- Media content
- Lead generation (content)
- Domain parking
- Comparison engine
- Shopping directory
- Mobile search

- Lead generation (email)
- Social search
- Virtual incentives
- Loyalty
- Newsletters
- Retargeting (email)

Promo types restriction details: No promotion of adult, violent, discriminatory, or age-restricted content. No bidding on trademarked brand terms, misspellings, or branded search phrases. No forced clicks, toolbar traffic, or incentivized downloads. Coupons must be active and approved

Deduplication

Do you deduplicate against any specific online marketing channels? Yes

- PPC brand activity
- Email advertising
- Display advertising
- Direct partnerships
- In-house publisher program
- Other affiliate networks you're a part of

Additional terms

American Barbell Affiliate Program Terms & Conditions

Welcome to the American Barbell Affiliate Program. We're excited to work with partners who share our passion for strength, innovation, and performance. To ensure clarity and alignment, please review and adhere to the terms outlined below.

1. Program Overview

American Barbell designs and manufactures premium strength equipment for elite training environments. Our affiliate program rewards partners who authentically promote our products and drive qualified traffic and sales.

2. Commission Structure

- Commissions are paid as a percentage of the **net sale value** (excluding tax, shipping, and service fees).
- Commission tiers may vary based on performance, product categories, or promotional terms.
- Commissions are approved once the return/refund window has closed (typically 30 days post-purchase).

3. Prohibited Practices

To maintain brand integrity and ensure fairness, the following activities are strictly prohibited:

- **Brand Bidding:** You may not bid on our trademarked terms (e.g., American Barbell , Chewy Bar , etc.), misspellings, or brand + keyword combinations in paid search ads.
- **Coupon Abuse:** Use of unauthorized or expired coupons will result in commission denial.

- **Forced Clicks / Cookie Stuffing:**
  Any artificial attempts to generate traffic or force cookies will lead to immediate removal from the program.

- **Misleading Ads:**
  Do not impersonate American Barbell, misrepresent offers, or suggest affiliation that does not exist.

- **Trademark Violations:**
  You may not use our logo, imagery, or trademarks in a way that misleads or confuses customers.

4. PPC Policy

- Bidding on American Barbell brand names, domain names, or misspellings is **not allowed**
  .

- Brand terms must be added as **negative keywords**
  .

- Only generic keyword campaigns are permitted unless otherwise pre-approved in writing.

- Display URLs must not imply affiliation (e.g., **www.AmericanBarbellDeals.com** is not allowed).

5. Content & Promotion Guidelines

- Content should be **authentic, accurate, and represent products correctly**
  .

- Affiliates are encouraged to use **original content**
  , including blogs, reviews, YouTube videos, and social media.

- Use of **AI-generated content** is allowed only if it is reviewed and personalized for your audience.

- All promotions must comply with **FTC guidelines** — including proper use of affiliate disclosures (#ad, #sponsored, etc.).

6. Promotional Restrictions

- No promotion on adult, violent, discriminatory, or age-restricted sites.

- No use of American Barbell content, imagery, or logos without approval.

- No promotion on coupon sites unless pre-approved.

7. Return & Cancelation Policy

- Commissions will be reversed for:
  - Returned or canceled orders
  - Fraudulent transactions
  - Breach of terms or unethical traffic sources

8. Program Removal

American Barbell reserves the right to remove any publisher from the program at any time for violations of these terms or for performance reasons.

9. Brand Assets & Support

To request updated logos, product feeds, creative, or co-branded assets, please email:
ctoth@americanbarbell.com

10. Agreement

By joining and participating in the American Barbell Affiliate Program, you agree to comply with all terms outlined above, as well as Arwin's standard affiliate terms.

Branding terms

American Barbell Branding Guidelines

1. Brand Essence

Tagline:
Strength in Every Detail. Built to Dominate.

Brand Pillars:

- **Performance:**
  Engineered for elite athletes, built for everyday warriors.
- **Precision:**
  Every weld, knurl, and detail is obsessively crafted.
- **Durability:**
  Equipment that outlasts trends and withstands abuse.
- **Innovation:**
  First to Cerakote. First to recessed welds. Never last in quality.

2. Brand Voice & Tone

Voice:
Confident. Direct. Expert. No fluff, no filler.

Tone:

- **Edgy but professional:**
  We push boundaries, but we don't try too hard.
- **Educated but accessible:**
  We speak from experience, not arrogance.
- **Real over hyped:**
  We show more than we say—and back it up.

Examples of Tone:
? "Built for the barbell-obsessed."
? "Forged. Refined. Repeated."
? "Because strength is earned. And protected."

? "This barbell will change your life!"
? "For all your fitness needs." (Too generic)

3. Logo Usage

Primary Logo:

- Eagle shield with "American Barbell" wordmark
- Never stretch, distort, or recolor

- Clear space: Maintain a minimum margin equal to the height of the 'A'

Alternates:

- Shield only (preferred for social icons or apparel patches)
- Wordmark only (horizontal or stacked)

Acceptable Backgrounds:

- Light backgrounds: use primary logo
- Dark backgrounds: use white or reverse logo

DO NOT:

- Alter colors or rotate the logo
- Add drop shadows or glow
- Use over busy photography without a solid background layer

4. Color Palette

Color	Hex	Usage
AB Red	#E01325	Accent, Calls to Action
Steel Gray	#404041	Text, backgrounds
Charcoal Black	#000000	Headers, body text
Concrete White	#FFFFFF	Backgrounds, negative space

5. Typography

Primary Font:

- **Headlines:**
  Montserrat Bold
  or
  Oswald
- **Body:**
  Open Sans
  ,
  Roboto
  , or
  Lato

Guidelines:

- Use ALL CAPS for headlines sparingly (mostly in ads and hero graphics)
- Maintain high contrast for readability
- Limit to 2 typefaces per design

6. Imagery

What to Show:
? Gritty, real environments
? Close-up product details (knurling, welds, textures)
? Functional training, not staged fitness models

? Real athletes and coaches in action
? Equipment under load

What to Avoid:
? Stock fitness images
? Empty gyms with no action
? Bright, over-edited filters
? People using equipment incorrectly

7. Product Representation

- Always refer to bars by proper names (e.g., **Chewy Bar**, **California Bar**).
- Do not Photoshop or alter product appearance.
- When showing product in use, demonstrate correct form and setup.

8. Social Media Guidelines

Voice:
Same as brand voice—edgy, confident, no fluff.

Hashtags to Use:
#AmericanBarbell
#BuiltToDominate
#StrengthInEveryDetail
#ForgedForAthletes

Hashtags to Avoid:
#GymLife
#Fitspo
#GetFit

Influencer Content:

- Must tag @americanbarbell
- No competitor tags in same post
- Avoid filters that misrepresent product color or material
- Use approved product names and descriptions

9. Partnerships & Co-Branding

- All co-branded materials must be approved by the American Barbell marketing team.
- Do not place third-party logos within or near our shield.
- Co-branded apparel must follow logo and color usage rules.
- Influencer giveaways, paid ads, or promos must use trackable codes and proper disclaimers.

10. Contact

For approvals, files, and brand assets:
ctoth@americanbarbell.com
Logos, templates, and product images available upon request