

# Yellow Jersey<sup>TM</sup>

## Cycle Insurance

TM



**WE INVITE YOU TO JOIN**  
**THE YELLOW JERSEY**  
**CYCLE INSURANCE**  
**ONLINE AFFILIATE**  
**P R O G R A M M E**



official cycle  
insurance supplier



Matrix Fitness - Vulpine  
official partner

## OUR PARTNERS



official cycle  
insurance partner

# Rouleur

exclusive cycle insurance  
advertiser

# YellowJersey™

As active members of the cycling and triathlon community, the founders of Yellow Jersey identified that the insurance industry needed to change and evolve its offerings in order to meet the needs of cyclists. In our opinion prior to Yellow Jersey Cycle Insurance's entrance into the market, premiums for specialist cycle insurance represented poor value. With twenty-five years of insurance industry experience, the founders designed Yellow Jersey with passion, cycling insight and commercial expertise to produce a comprehensive policy that has been confidently presented to fellow cyclists.



## PROTECTING YOUR ENJOYMENT OF A SHARED PASSION



**RYAN GEORGIADES**  
*Managing Director*



In recent years cycling and the cycling economy has seen unprecedented growth, this trend is predicted to continue and will provide the cycle insurance market with increasingly diverse revenue opportunities. We believe that this is a financially exciting time for the cycle insurance market. In our first year of business we have outperformed objectives and are visibly setting standards for the cycle insurance sector with our branding and digital marketing expertise (please take a look at our website). Being part of the cycling community has enabled us to build on existing relationships with retailers, governing bodies, events, coaches, clubs and riders to maximise our commercial opportunities.

We are now building on our success and are pleased to announce the Yellow Jersey Affiliate Programme, which aims to provide increased financial return to our partners and affiliates. In 2015, we are poised to deliver another exciting year and would like to invite you to join us.

# AFFILIATE PROPOSITION

Yellow Jersey is on a mission to make sure cyclists have the right insurance and adequate protection, focusing on providing tailored and comprehensive policies with great customer service. We are seeking brands that have a similar customer centric ethos and wish to earn revenue by advertising Yellow Jersey Cycle Insurance.

- 🇬🇧 We invite you to join a £9 billion affiliate marketing industry.
- 🇬🇧 We are affiliate technology leaders within the cycle insurance industry and will provide you with complete transparency for all sales via our affiliate platform.
- 🇬🇧 Relevance generates sales. We offer a relevant product that your audience needs.



Yellow Jersey



Join our affiliate programme and start making money by advertising Yellow Jersey in a rapidly growing insurance sector.

**OVER £800 MILLION**  
WAS SPENT ON AFFILIATE MARKETING

GENERATING SALES IN TOTAL WORTH  
**£9 BILLION**

**AFFILIATE MARKETING** DROVE ALMOST  
**6%** OF ALL E-COMMERCE SALES MADE IN THE UK

THE **LARGEST** SPENDING SECTOR WAS FOUND TO BE  
THE FINANCIAL SECTOR, WITH **INSURANCE**  
AND CREDIT CARD ADVERTISERS ACCOUNTING FOR  
**45%** OF EXPENDITURE LAST YEAR

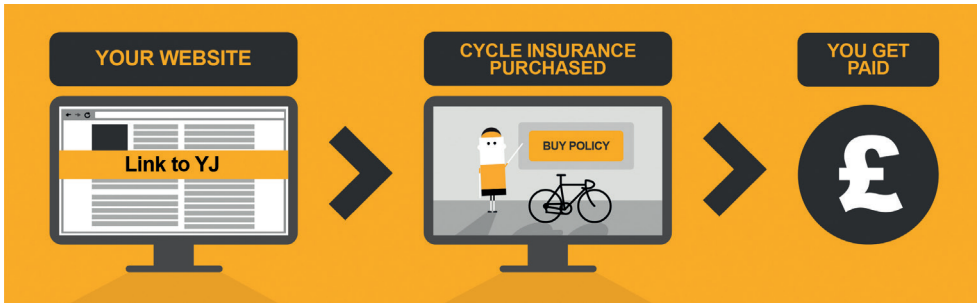
SINCE 2008 THERE HAS BEEN A  
**12%** GROWTH EVERY YEAR

THERE WERE MORE THAN  
**10,000 AFFILIATES**  
ACTIVE IN **2012**

THIS IS EXPECTED TO GROW AT LEAST  
**7%** PER YEAR

# OUR ONLINE AFFILIATE PROGRAMME

## Join the Yellow Jersey Online Affiliate Programme



## HOW OUR PROGRAMME WORKS

- 👉 It's easy and free to join. No need to pay high fees to third party networks.
- 👉 If you are a large or small website, a new or established business or even a blogger, we have simple linking tools to help you grow your online revenue.
- 👉 Monetise your website by using Yellow Jersey advertising links on your website, newsletters or social media.
- 👉 Attractive financial rewards of up to 10% with added incentives for high performers.
- 👉 Even if you work with another affiliate programme or network you can still join ours.






# HOW TO SIGN UP

## REGISTRATION PROCESS

- 1** Apply to become a Yellow Jersey Cycle Insurance affiliate.
- 2** We review your application and notify you.
- 3** You will receive a confirmation email and login details.

[JOIN NOW](#)

## AFFILIATE LOGIN AREA

-  Login to your personal affiliate area for admin, guides, assets and sales reports.
-  Any clicks from your website are tracked and recorded.
-  Start to earn and grow your online business.

# This is YJ



**rm** 

Presenting a Rich Mitch animation

# AFFILIATE ASSETS

Download our easy to use banners and place them into your website, shopping checkout, emails or social media.

Don't want banners? We provide text links for you to place online in an intelligent and subtle way.

## Example of Yellow Jersey assets

Sky Scraper



MPU



Leaderboard



Text Banner

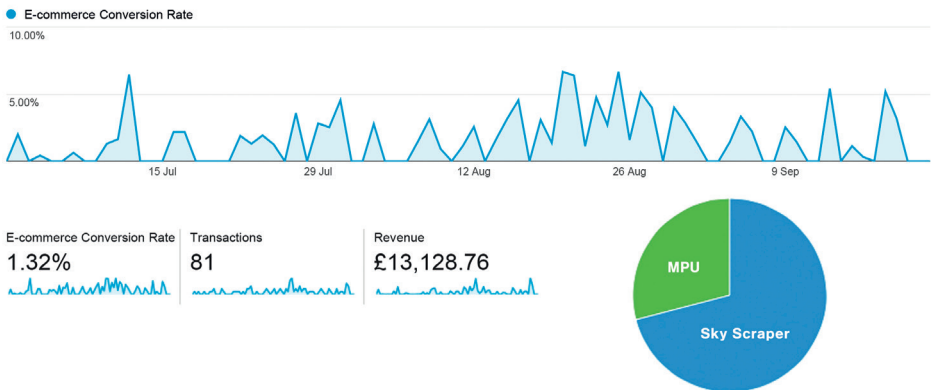
[Free DNA+ Forensic Coding  
with every Yellow Jersey policy](#)

Checkout Button



# AFFILIATE REPORTING

- 📌 Access transparent performance, conversion, sales and revenue reports instantly.
- 📌 We'll provide you with marketing tips to help you optimise your campaigns and enhance your earning potential.



## NEXT STEPS

To become part of the  
**YELLOW JERSEY AFFILIATE PROGRAMME**  
Register **NOW** at [www.yellowjersey.co.uk/affiliate](http://www.yellowjersey.co.uk/affiliate)

