INDEPENDENT PUBLISHER PROFILE

Example

Independent performance marketing publisher

BUSINESS

Legal name: Example

Location: Meknes, Morocco

Website: example.com

Contact: partnerships@example.com

PUBLISHING FOCUS

Primary market: United States

Core channel: Permission-based email

Audience emphasis: Yahoo and AOL mailboxes

COMMERCIAL MODELS CONSIDERED

CPA, CPL, CPC and selected revenue-share partnerships.

OPERATING PRINCIPLES

Audience relevance, sender transparency and suppression handling.

Controlled testing with no guaranteed volume or performance claims.

Offer acceptance remains subject to channel and compliance review.

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