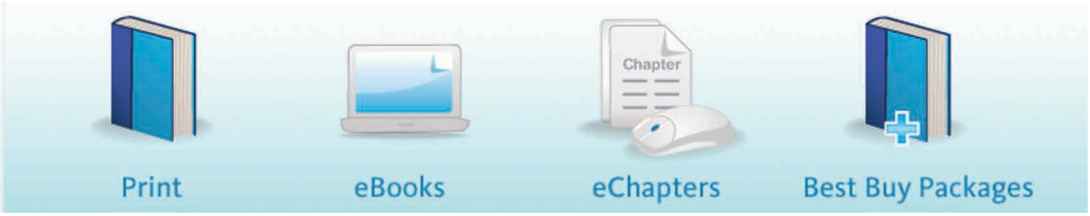


CENGAGE brain .com

Offer eBooks and more

Cengage Learning invites you to offer eBooks and more to your customers. Choose the eBook bookshop model that you prefer.

How does it work?

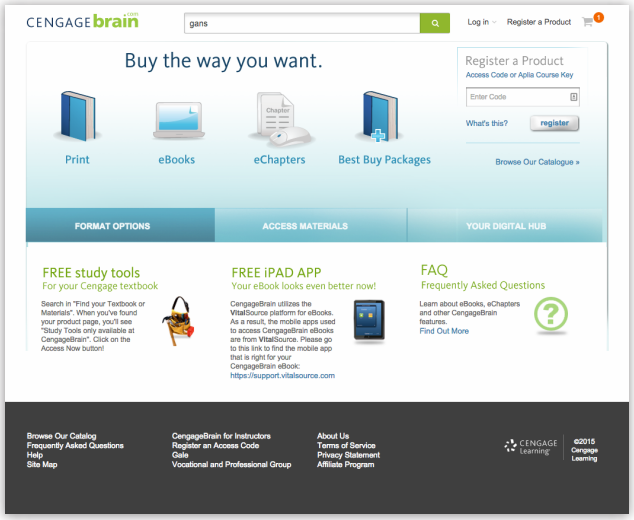
There are two models available for booksellers:

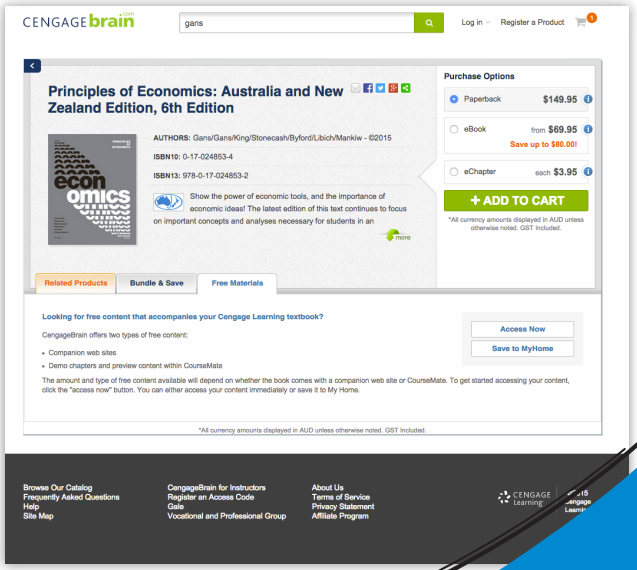
Option 1:
CengageBrain Affiliate Program

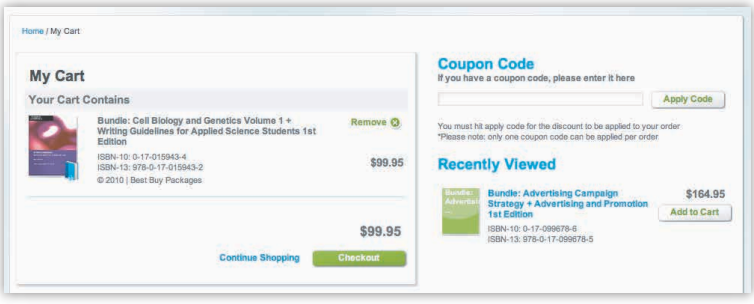
Customers browse your website to find their textbook. They see a link – "Buy eBook" and click through to the CengageBrain website, where they can purchase the eBook or eChapters, and access study tools.

The link is created by Jack Media, a third party Affiliate company. Jack Media track the customer activity that has been referred by your website, and return a commission on sales to you.

The Affiliate Program is quick and cost free to set up.





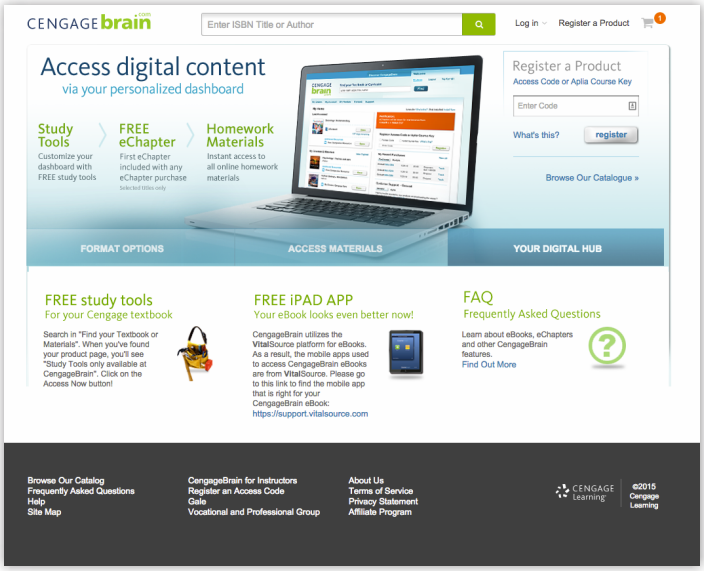


Option 2:
BookSeller Web Service

Customers browse and search your website for products regardless of format. Print books, eBooks and digital only products are included in your web catalogue. Customers make a purchase in your eCommerce site and get an Instant Access Code emailed from you. They use the Instant Access Code to view their eBook within the CengageBrain site.

The web service model enables you to keep customers within your website for eCommerce. You will need to work with our IT people to build out the facility from your web catalogue.

eChapters don't work in BookSeller Web Service. Booksellers who have Web Services may also wish to set up the Affiliate Programme to enable eChapter purchase. Web Services available on application only.



What is CengageBrain?

Students can access eBooks, eChapters and study tools, all in one place.

- An easy to use eCommerce system
- Choice – students can buy an eBook, or just select the eChapters they need
- Free study tools to help them learn

CengageBrain VitalSource eBooks have world leading interactive functionality. Students can add notes, copy text, page zoom and highlight. Work offline over multiple devices through VitalSource Bookshelf apps. Ask for a demo today.

Sounds good!

To register interest in the Affiliate Program or in BookSeller Web Service, contact us at **anz.highereducation@cengage.com**