

**Important changes to Toffs PPC Policy**

Dear Affiliate

TOFFS have recently conducted a review of their paid search activity on Affiliate Window and will be implementing some important changes on a trial basis (minimum of 3 months). Based on the success of the trial this closed group policy change may be made permanent but we promise to keep all affiliates updated of any further changes.

From **Wednesday 2<sup>nd</sup> December 2009** TOFFS will operate a closed group policy with one of our PPC affiliate partners.

We would like to stress that the PPC partner we have selected for this trial has been active on our programme for a number of years now and has both significant experience and an in-depth knowledge of our business which makes them the ideal choice.

The key changes to be introduced are summarized below and these will have a direct impact on how affiliates promote us within the paid search space.

**TOFFS – New PPC Restrictions**

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Please be advised that 'Brand Name Bidding' restrictions apply to the TOFFS programme across all the major search engines (Google, Yahoo, MSN).

Affiliates are requested not to bid on brand terms, derivations or misspellings including but not isolated to:

Toffs  
Toff's  
Toff  
Tofs  
Tof's  
Toffs.com  
[www.toffs.com](http://www.toffs.com)

Or any variation of brand long tail e.g. TOFFS football shirts etc...

TOFFS will no longer allow affiliates to direct link from their paid search campaigns. Please ensure you refrain from using [www.toffs.com](http://www.toffs.com) as the display URL in your PPC adverts.

TOFFS do however encourage affiliates to continue to use landing pages for any generic campaign activity.

Thank you for all of your support for the TOFFS programme and please do not hesitate to email me [Dale.Robinson@toffs.com](mailto:Dale.Robinson@toffs.com) or contact the Account Development Team [accountdevelopment@affiliatewindow.com](mailto:accountdevelopment@affiliatewindow.com) with any questions.

Kindest regards

Dale