

How to Join the Program

A practical onboarding guide for new CareerBook advertisers and publishers.

Advertisers

Publishers

Compliance

Launch Checklist

What CareerBook Helps With

CareerBook connects advertisers, publishers, employers, and growth teams through performance-led campaigns, lead generation workflows, and partner collaboration.

Who This Guide Is For

Use this guide if you are joining as an advertiser launching campaigns or as a publisher promoting approved offers through trusted traffic sources.

Advertiser Joining Process

Advertisers use CareerBook to promote offers, campaigns, products, services, and lead generation opportunities. The goal is to launch clear, compliant campaigns with measurable performance.

1**Submit your business details**

Share company name, website, contact person, business email, target market, and campaign objective.

2**Define campaign goals**

Explain whether you need leads, traffic, signups, inquiries, sales, or publisher partnerships.

3**Provide offer information**

Send campaign description, landing page, payout model, allowed traffic sources, prohibited methods, and creative assets.

4**Compliance and quality review**

CareerBook reviews your offer for accuracy, policy fit, tracking readiness, and user safety before launch.

5**Launch and monitor**

After approval, campaigns can be shared with suitable publishers. Track quality, feedback, conversions, and ongoing optimization.

Advertiser Checklist

Business profile, campaign brief, landing page, tracking method, creative files, payout terms, compliance notes, approval contact.

Best Practice

Be specific about your target audience and disallowed promotion methods. Clear rules help publishers send better traffic.

Publisher Joining Process

Publishers use CareerBook to discover campaigns, promote approved offers, and generate quality traffic. Publisher approval depends on transparency, traffic quality, and compliance with campaign rules.

1**Apply as a publisher**

Submit your name, company or brand, email, website or traffic channels, audience location, and promotional experience.

2**Share traffic sources**

List websites, social pages, paid channels, email lists, communities, influencers, or other media sources you plan to use.

3**Review campaign rules**

Before promoting any campaign, confirm allowed channels, messaging restrictions, creative rules, payout terms, and validation criteria.

4**Start with approved offers**

Promote only approved campaigns and use correct tracking links, approved creatives, and honest messaging.

5**Track quality and payment status**

Monitor leads, conversions, feedback, rejected traffic, and payment timelines. Keep your account details accurate.

Publisher Checklist

Traffic source details, audience description, payment information, promotional methods, compliance confirmation, active contact person.

Best Practice

Never use misleading claims, fake leads, unauthorized brand bidding, spam, or unapproved traffic sources. Quality protects your account and earnings.

Compliance, GDPR, and Launch Readiness

CareerBook expects advertisers and publishers to follow applicable privacy, advertising, consumer protection, and data protection laws. This guide is operational support and does not replace legal advice.

GDPR and privacy expectations

1**Collect only needed data**

Forms, landing pages, and campaigns should request only information needed for the service or campaign purpose.

2**Use clear consent where required**

If consent is needed for marketing, tracking, email, SMS, or retargeting, make it clear and record it responsibly.

3**Protect user information**

Keep user data secure, limit access, and avoid sharing personal data with unauthorized parties.

4**Respect user rights**

Users may request access, correction, deletion, restriction, objection, or portability where applicable law gives those rights.

Final launch checklist

Advertisers

Offer approved, landing page checked, tracking ready, creatives available, payout terms clear, privacy notice visible.

Publishers

Traffic source approved, campaign rules understood, tracking links tested, messaging compliant, payment details complete.

Support

For onboarding, campaign questions, or privacy requests, contact the CareerBook team through the official website.

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