



AFFILIATE PARTNER GUIDE

PROMOTE HOSTING PEOPLE **ACTUALLY** **STAY WITH.**

Independent, owner-operated web hosting running on its own hardware since 2002. Everything you need to earn with us is in this guide.



THE PITCH

HOSTING YOUR AUDIENCE WON'T CHURN OUT OF.

Hosting commissions only pay off when the customer sticks. The case for Ultra Web Hosting is built on the things that keep them there: ownership of the infrastructure, continuity of the business, and support that answers to the same people who run the servers.

1

WE OWN THE HARDWARE

Ultra Web Hosting runs on servers the company owns and operates, not resold capacity from a larger provider. There is no upstream vendor to escalate to and wait on. When something needs fixing, it is fixed by the people who own the machine.

2

INDEPENDENT SINCE 2002

More than two decades of continuous, owner-operated service under Flux Services, Inc. No acquisition, no rebrand, no support team replaced overnight. The company your readers sign up with is the one still serving them years later.

3

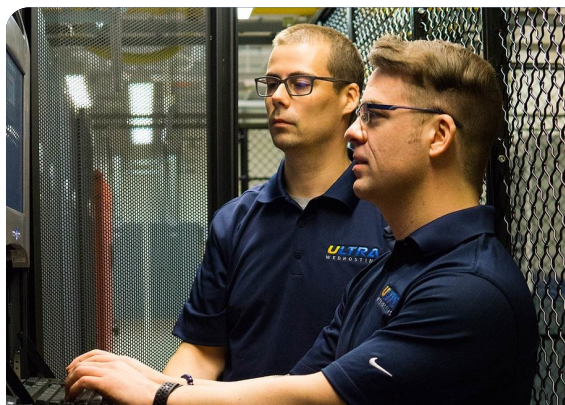
CPANEL AND CLOUDLINUX

The control panel your audience already knows how to use, paired with per-account resource isolation. One busy site on the server cannot drag down its neighbors, which is exactly the failure mode that drives people off cheap shared hosting.

4

SUPPORT THAT KNOWS THE STACK

Small enough that a ticket reaches somebody who understands the infrastructure rather than a script. For readers who have been burned by tiered outsourced support, this is often the deciding factor.



REAL PEOPLE, REAL RACKS

That is our own equipment, and those are our own staff standing in front of it. When your readers open a ticket, this is who answers.

Referrals that stay hosted keep validating. Sending your audience somewhere they will still be happy with in two years protects your reputation as much as our retention numbers.

WHAT YOU'RE PROMOTING

ONE HOST, SEVERAL AUDIENCES TO SELL TO.

Different segments of your audience need different products. Matching the recommendation to the reader is the single biggest lever you have on conversion rate.

PRODUCT	WHO IT SUITS	THE ANGLE THAT WORKS
Shared hosting	First site owners, small business, bloggers, portfolio sites	cPanel and CloudLinux on owned hardware. The comparison point is oversold budget hosts where a neighbor's traffic spike takes your site down.
WordPress hosting	Bloggers, content sites, small ecommerce	Most of your audience is running WordPress whether they say so or not. Lead with the platform they already use.
Reseller hosting	Freelance designers, developers, small agencies	High-intent, high-retention segment. Someone reselling hosting to their own clients does not migrate casually.
VPS	Developers, higher-traffic sites, technical users	The upgrade path for readers who have outgrown shared. Frame it as growing into, not starting on.
Domains	Everyone starting something new	Low value on its own, useful as an entry point in a start-a-website walkthrough that continues into hosting.

THE STRONGEST SINGLE ANGLE

Migration away from a host that has let someone down. That reader is already convinced they need to move and only wants a recommendation they can trust. Comparison and alternative-to content captures this intent far better than a generic listicle.

THE WEAKEST ANGLE

Racing to the bottom on introductory price. Ultra Web Hosting is not trying to be the cheapest first-year offer on the market, and readers recruited on price alone churn fastest and validate worst.

AUDIENCE FIT

WHERE THIS PROGRAM EARNS ITS KEEP.

Ultra Web Hosting converts best with audiences who have some idea what hosting is and have opinions about it. If your readers know what cPanel is, you are in the right place.

WEB PROFESSIONALS

Freelancers and small agencies placing client sites. They buy reseller plans, they buy repeatedly, and they rarely leave.

SMALL BUSINESS

Owners running their own site who need it to work and do not want to become sysadmins to keep it that way.

WORDPRESS USERS

Bloggers and content publishers who have hit the limits of an oversold budget host and are actively shopping.

MIGRATORS

The highest-intent segment there is. Already decided to leave, only looking for where to go.

TECHNICAL READERS

People who care that the host owns its hardware and can name its stack. The independence story lands hardest here.

DEAL AND CASHBACK

Volume-driven placements. Works best when there is a live promotion to feature, so watch for offer announcements.

A note on geography. Ultra Web Hosting is a US company with US-based infrastructure. Audiences in North America will see the best latency and the most relevant support hours. International traffic still converts, but lead with the independence and support story rather than proximity.

MECHANICS

CLICK TO COMMISSION, STEP BY STEP.

1

THE CLICK

A reader clicks your tracked Awin link or banner. Awin records the click against your publisher ID and forwards them to ultrawebhosting.com.

2

THE SIGNUP

They order a plan. Our tracking fires on the order confirmation and reports the sale back to Awin with your ID attached.

3

VALIDATION

We review the transaction and approve it once the order is confirmed as genuine. Fraudulent or cancelled orders are declined.

4

PAYMENT

Awin handles the payout on their standard schedule. You are paid by the network, not by us directly, so there is nothing extra to invoice.

Commission rate, cookie window and payment schedule are shown live on the Ultra Web Hosting program page inside your Awin dashboard. Those are the authoritative figures — always check there rather than relying on a printed document, since terms can be updated and promotional rates run periodically.

GETTING THE MOST OUT OF ATTRIBUTION.

- **Awin uses last-click attribution.** The final tracked click before the order wins the commission. Placing your link close to the decision point matters more than volume of impressions upstream.
- **Use clickref to segment.** Adding a `&clickref=` value to your links lets you see in reporting which page, video or newsletter drove each sale, so you can put effort where it actually pays.
- **Deep link past the homepage.** Landing readers on the specific plan or page you just described converts materially better than dropping everyone on the front door.
- **Check your links after site redesigns.** A broken or untracked link is the most common and most expensive affiliate mistake there is.

BANNERS AND ASSETS

MORE THAN 125 CREATIVES ALREADY BUILT FOR YOU.

The library spans several campaigns and every standard IAB placement, from full billboards down to mobile anchors. Find it all under **Toolbox > Links & Tools > My Creative** in your Awin dashboard and filter by dimension, type or tag.



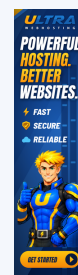
CURRENT BRAND SET – 970 × 250 BILLBOARD



300 × 250



336 × 280



160 × 600

DIMENSIONS IN THE CURRENT BRAND SET.

970 × 250 Billboard

970 × 90 Large leaderboard

728 × 90 Leaderboard

468 × 60 Full banner

300 × 250 Medium rectangle

336 × 280 Large rectangle

300 × 600 Half page

300 × 1050 Portrait

250 × 250 Square

200 × 200 Small square

160 × 600 Wide skyscraper

120 × 600 Skyscraper

320 × 50 Mobile leaderboard

320 × 100 Large mobile

1200 × 628 Social share

Need a size that isn't there? Custom dimensions and alternate headlines are quick to produce — message us through Awin. Campaign creative is added when a promotion is running, so check My Creative before publishing to be sure you are placing something current.

BUILDING LINKS

DEEP LINKS BEAT HOMEPAGE LINKS.

Awin's Link Builder sits under **Toolbox > Link Builder**. Select Ultra Web Hosting, paste the page you want to send readers to, and it returns a tracked URL. The format looks like this:

```
https://www.awin1.com/cread.php?awinmid=ADVERTISER_ID&awinaffid=YOUR_PUBLISHER_ID&ued=https://www.ultrawebhosting.com/the-page-you-want
```

SHORTEN IT IF YOU LIKE

Click **Shorten Link** under the generated URL and Awin returns a tidd.ly short link. It tracks identically and reads better in a video description, a newsletter or a social post.

TAG WITH CLICKREF

Append `&clickref=yourlabel` to any link to segment your reporting. Use a different label per placement and you will know within a month which content is actually earning.

PLACEMENT HABITS THAT MOVE THE NUMBER.

- **Link on the recommendation, not the logo.** A tracked link inside the sentence where you actually recommend the host outperforms a banner in the sidebar by a wide margin.
- **Send readers to the relevant page.** If you just spent 400 words on reseller hosting, do not land them on the homepage and make them navigate.
- **Refresh evergreen posts.** A hosting comparison article updated with a current date and accurate details keeps ranking and keeps converting.
- **Do not stack banners.** One well-placed unit above the fold and one in context beats five scattered down the page.
- **Test on mobile.** Most hosting research now starts on a phone. The 320×50 and 320×100 units exist for a reason.

IDEAS THAT EARN

SIX FORMATS WORTH YOUR TIME.

Ranked roughly by how well they convert for hosting, based on how close the reader already is to a decision when they land.

1

MIGRATION GUIDES

"How to move your site from X to Ultra Web Hosting." The highest-intent traffic there is, and it doubles as genuinely useful content that earns links on its own.

2

ALTERNATIVES POSTS

"Best alternatives to [host that just raised prices]." Timed to industry news, these capture a wave of people already looking to leave.

3

HONEST REVIEWS

A real review with screenshots, real load times and real caveats. Readers can tell the difference, and the ones who trust you convert far higher.

4

START-A-SITE TUTORIALS

Domain, hosting, WordPress install, first post. Evergreen, ranks for years and naturally contains the purchase step.

5

COMPARISON TABLES

Side-by-side against the hosts your audience already knows. Be fair about where competitors win; it makes the wins credible.

6

VIDEO WALKTHROUGHS

Screen recording of signup through to a live site. Tracked link in the description and pinned comment, plus a clickref to measure it.

TIMING WORTH WATCHING

Hosting demand spikes when competitors announce price rises, when a large host suffers a public outage, and every January when people start new projects. Content published slightly ahead of those moments captures far more than content published during them.

USING THE BRAND

KEEP IT RECOGNIZABLE, KEEP IT HONEST.

PLEASE DO

- Use the supplied logo and banners without recoloring or redrawing them
- Refer to us as Ultra Web Hosting on first mention
- Keep clear space around the logo equal to the height of the U
- Place the logo on dark or neutral backgrounds where it has contrast
- Disclose your affiliate relationship clearly and near the link

PLEASE DON'T

- Stretch, rotate, recolor or add effects to the logo or mascot
- Invent pricing, uptime figures, speed claims or guarantees
- Imply you are Ultra Web Hosting or an official representative
- Bid on our brand terms in paid search without written permission
- Use cookie stuffing, forced clicks, or any undisclosed redirect

BRAND COLORS



DEEP NAVY #031B4A



BRAND NAVY #052C76



ORANGE GRAD



ACCENT BLUE #1E78EB

Disclosure is not optional. Wherever you operate, tell your audience the link is an affiliate link, in plain language, before they click it. In the US the FTC requires it; most other markets have an equivalent rule. Beyond compliance, disclosed recommendations from a trusted voice convert better than undisclosed ones, so this costs you nothing.

Claims you can safely make. That we are independent and owner-operated, that we have run since 2002, that we own and operate our own hardware, and that we run cPanel with CloudLinux. Anything numeric beyond that — uptime percentages, benchmark results, customer counts — please ask us first so we can give you something accurate to quote.



READY WHEN YOU ARE.

- **Join the program** through the Ultra Web Hosting page on Awin. Most applications are reviewed quickly.
- **Grab your links** from Toolbox > Link Builder and your banners from My Creative.
- **Tell us what you need.** Custom banner sizes, a specific landing page, or a bespoke rate for a serious placement — message us through Awin and ask.

