

4Checks Affiliate Program & Manager Nominated



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Industry: [Retail](#)

Press Release Summary: The [4Checks.com](#) Affiliate Program and its Affiliate Manager were nominated for several Awards on [ABestWeb.com](#).

Press Release Body: The [4Checks.com](#) Affiliate Program and its manager, **Kim Rodgers**, have been nominated for several "Best Of" Awards for 2007 on the world's largest affiliate marketing forum, [ABestWeb.com](#).

Each year, members of the **ABestWeb** community nominate and vote for those they feel are best qualified in the following categories:

- Best Outsourced Program Manager (OPM)
- Best *NEW* Affiliate Manager or OPM
- Best New ABW Member
- Best Service to Industry
- Best Affiliate Manager
- Best Post or Thread on ABW
- Best Affiliate Tool
- Best Affiliate Program
- Best Affiliate Network

- Best *Improved* Affiliate Program
- Best Moderator '07 Candidates

When asked how it felt to be nominated, [4Checks.com](http://www.4checks.com) **Affiliate Manager Kim Rodgers** said, *"To see my name and my program listed among some of the most intelligent, inspiring and talented individuals has been the highlight of my affiliate management career."*

4Checks was nominated for **Best Improved Affiliate Program** and **Best Affiliate Program**, while Ms. Rodgers was nominated for **Best Affiliate Manager** and **Best New Member**. Voting will carry on at ABestWeb.com until April 7 and winners will be announced on April 8. You must be a registered, participating member in order to vote.

The **4Checks Affiliate Program** made many changes in 2007 to build a strong, high-converting and trustworthy program. Those changes included a launch on the **ShareASale network**, the introduction of free shipping codes for affiliate use, a categorized datafeed, custom, niche-related creative and a partnership with AffiliateFairPlay.com, which offers a subscription testing service that screens for unscrupulous affiliate activity.

When asked about the plans to improve the program for 2008, **Kim Rodgers** said *"There are several projects currently in the development stage that will assist our affiliate partners with increasing conversion, providing value for their site visitors and remaining motivated to continue breaking sales records."*

If you would like more information concerning the 4checks.com affiliate program, please contact Kim Rodgers at am@4checks.com or on 410-679-3300, ext. 2332.

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