

# GPWA Membership Benefits

# GPWA

GAMBLING PORTAL WEBMASTERS ASSOCIATION



Visit [GPWA.org](http://GPWA.org) today!



## ABOUT THE GPWA

The Gambling Portal Webmasters Association, the only professional association of its kind, is an indispensable resource for gaming affiliates operating in today's complex, volatile online gaming environment.

## HIGHLIGHTS

- The GPWA is more than 37,000 members strong
- GPWA members represent thousands of portals and millions of monthly visitors
- GPWA membership is FREE!

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Dear Gambling Portal Webmaster,

The Gambling Portal Webmasters Association was founded in 2001 to provide its members the means to collaborate with one another and to create transparency in the relationships between affiliates and affiliate program managers.

This booklet gives you a concise overview of what the GPWA is all about. We encourage you to join us and take advantage of the many benefits membership offers. As a member, you'll find it easier than ever to grow your business and build productive relationships across all sectors of our industry.

I look forward to continued collaboration with the GPWA membership to do everything possible to strengthen and unify the gaming affiliate community. Join us today!

Sincerely,

Michael Corfman  
GPWA Executive Director

# YOU ARE NOT ALONE!



## The GPWA Forums

Questions? Problems? You'll find excellent, thoughtful answers and practical, workable solutions in our forums, with their 110,000 threads and 700,000 posts. There's something here for everyone running a gambling portal site – ongoing discussions on experiences with affiliate programs and payments, information-sharing on accounting and tax laws, helpful tutorials on how things work, tips on search engine optimization, reactions and discussions regarding gaming legislation, PLUS the most accurate and up-to-date industry news available from our dedicated staff of online gaming industry reporters.

## The GPWA Member and Portal Site Directory

Our detailed online directory of GPWA members and their portal sites lets you find member sites that are complementary to yours and provides information for contacting them. You can search the GPWA member portal directory by member type or keyword and sort them by site name or traffic rank. You'll discover kindred spirits – affiliates whose sites are similar to yours – and you'll be able to exchange private messages with them to further your mutual goals. For example, many members are interested in link exchanges and content-sharing arrangements.



## MEMBERSHIP LEVELS

**Whether you're a veteran affiliate, just starting out, or somewhere in between, when you join the GPWA you'll be impressed right away by the willingness of our community to share knowledge and experience to help fellow members with every problem, large or small.**

### GPWA Membership

The GPWA offers three types of affiliate membership, public, certified and private, and there is no charge to join any group. All GPWA members receive access to the forums on the GPWA.org website, free subscriptions to the GPWA Times e-mail newsletter and the GPWA Times Magazine, and other special deals and offers for members.

### Public Membership

Public access is available to everyone – affiliates, affiliate programs, software developers, industry suppliers, players and anyone else who is interested in viewing or participating in one or more of the wide range of topics that are explored in the association's forums. Registration is simple and takes only a few minutes.

### Certified and Private Membership

Certified and private membership is available exclusively to gambling affiliates who meet our membership criteria. To be eligible, you must own or work on portal sites or apps that meet a minimum set of standards we have established to ensure our members are professional gambling portal webmasters who operate in an ethical fashion. Each certified member application undergoes in-depth scrutiny to ensure that the applicant is fully committed to upholding the highest industry standards and adhering to a strict ethical code of conduct.

Private affiliate membership offers additional privileges only available to those who do not have an affiliation with an operator or affiliate program. Those privileges include access to private affiliate forums, which contain in-depth news and advice inaccessible elsewhere. GPWA Private Membership also includes free iGaming Directory Online Access which provides information on the thousands of online gaming sites and their affiliate programs and owners and operators in addition to the most comprehensive directory of portal sites available.

**GPWA membership is FREE! To register, go to [www.gpwa.org/register.asp](http://www.gpwa.org/register.asp)**

Visit [GPWA.org](http://GPWA.org) for more information



## THE SEAL SAYS YOU'RE HONORABLE

### GPWA Approved Portal Seal

Our highest award, the GPWA Seal of Approval, is granted to sites that undergo special review to ensure they meet strict ethical standards. Certified or private membership is a requirement in order to apply for the seal.

**Visitors to your GPWA Approved Portal Site are informed in their own language that your site is operated in an honest and responsible fashion.**

**The GPWA Approved Portal Seal tells players from around the world that your site:**

Is managed independently of the websites it provides information about or promotes.

Respects and upholds copyright standards.

Does not send spam email.


Does not promote or display pornography.

Does not use malicious search engine optimization techniques such as posting spam-like comments in forums and interactive blogs.

Provides consumers with information extending beyond banner advertisements and links.

Acts professionally and respectfully in its business activities.



  
**Gambling Portal Webmasters Association**

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The GPWA Seal of Approval is awarded to gambling portal websites that meet our standards and that are affiliated with approved GPWA members who abide by the GPWA code of conduct.

The seal has been awarded to the website  
**GPWA - Gambling Portal Webmasters Association**  
affiliated with approved GPWA members

[Anthony](#) [citytech](#) [GPWA Andrea](#) [GPWA Beatrice](#) [GPWA Carol](#) [GPWA Claire](#) [GPWA Daniel](#) [GPWA Gary](#)  
[GPWA Lorenzo](#) [GPWA Maria](#) [GPWA Nancy](#) [GPWA Paul](#) [GPWA Steve](#) [MichaelCordman](#) [The Buzz](#)

The Seal of Approval signifies the affiliated GPWA members are current members in good standing who have agreed to abide by strict criteria designed to ensure the highest ethical standards are upheld at all times and in all situations, including in the operation of this site.

An investigative team headed by the GPWA's Fair Gaming Advocate has determined that this site:

- Is operated independently of the online gambling websites it provides information about or promotes.
- Respects and upholds copyright standards.
- Does not send spam email.
- Does not use malicious search engine optimization techniques, such as posting spam-like comments in forums and interactive blogs.
- Does not promote or display pornography.
- Provides consumers with information extending beyond banner advertisements and links.
- Acts professionally and respectfully in its business activities.

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While websites bearing the GPWA Seal of Approval are monitored to ensure ongoing compliance with membership requirements, the GPWA can neither guarantee a site's compliance nor accept responsibility or liability for any lapse in compliance. If you believe this site is not in compliance with any of these Seal of Approval requirements, please report your observations directly to the GPWA's [Fair Gaming Advocate](#). All reports are promptly investigated.

[www.GPWA.org](http://www.GPWA.org)

## GPWA TIMES MAGAZINE AND NEWSLETTER


**The GPWA Times Magazine** – available in print and online – is centered on building world-class affiliate businesses and connecting members with potential partners. In addition to timely and pertinent industry-focused articles, the magazine features the ever-popular Affiliate and Affiliate Manager Interview Series. The magazine gives GPWA members valuable information to help them attract more players and maximize profits.

All GPWA members who provide mailing addresses receive a free subscription.



All GPWA members receive the **weekly GPWA Times e-mail newsletter**, which covers industry news of particular interest and concern to affiliates and is compiled by a full-time team of reporters who have in-depth familiarity with the online gaming industry.

Major highlights include a weekly roundup of the latest industry news, community announcements and Buzzy's World, where you'll find the inside scoop on industry rumours. You'll also get member polls, affiliate program information, a listing of upcoming conferences and featured forum threads.



### GPWA TIMES

GAMBLING PORTAL WEBMASTERS ASSOCIATION

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In This Issue: Time spent on compliance | Company location | Featured Affiliate Program: bet365

**ANNOUNCEMENTS**

[New GPWA forum moderation practices](#)  
The GPWA strives to be a place where members share their knowledge, experiences, concerns and questions. To accomplish our goals, we need to operate our forum in a way that opinions can be openly expressed. But these opinions also cannot be seen as harassment or personal attacks. To that end, we have changed our moderation practices with the goal of creating a more collegial environment. Please read this thread for more details. Your feedback is important to us.

**INDUSTRY NEWS**

[AFCW Perspectives: UKGC smacks some wrists](#)  
J. Todd brings online gambling news from all over Europe this week. First, a UKGC smack handed down by the U.K. Gambling Commission.

[Interlions Poker presents 35% Instant Cash Back](#)  
This weekend, players at midsize and juicy stakes who wager on Worldmatch slots but don't win can receive 35% of their last deposit.

[STS launches affiliate program with Income Access](#)  
The Polish bookmaker's program will be managed by an in-house team using Income Access software.

[Play'n GO collaborates with Mr. Green on slot release](#)  
Golden Colts, developed in partnership with operator Mr. Green, awaits players to a deadly Wild West where a zombie sheriff is on the loose.

[The Stars Group acquires majority interest in CrownBet](#)  
The company has obtained 62% interest in the sportsbook, which generated AUS204 million in 2017.

[Tom Horn goes to Betconstruct deal](#)  
The slots provider will offer its full suite of online slot games, including popular titles Blackbeard's Quest and Don Juan's Pepper, to Betconstruct.


[Sports betting affiliates join Affiliate Insider Bootcamp](#)  
Scheduled for 21 March during the Betting on Football conference, the first edition bootcamp will assist affiliates in obtaining knowledge on digital growth.

[OGXV integrates Gaming Hero content](#)  
Gaming Hero's HTML5-built online slots are optimized for flexibility, size and speed.

**DID YOU KNOW?**


In 2017, 51% of online gamblers in the UK did so using a mobile phone or tablet, according to the UK Gambling Commission.

**AFFILIATE PROGRAM SPONSORS**




**%  
HIGHEST  
COMMISSIONS  
UP TO 40%**

**JOIN NOW**



**REGISTER NOW!**

**MEET THE AFFILIATE MANAGER**



Srdjan Kapor at Betfair discusses Bitcom and how it can make the lives of affiliates and players that much easier.

[Read the interview](#)



## FIND AFFILIATE PROGRAMS THAT MEET YOUR NEEDS!

Find affiliate programs to work with based on how they pay you, the type of gaming sites they represent, software used, languages supported, affiliate manager language, or countries from which they accept players. In addition, private members have access to confidential forums for exchanging their experiences with other affiliates, and every member can communicate with affiliate program representatives on our public forums.

The screenshot shows the GPWA website's search interface. At the top left is the GPWA logo (GAMBLING PORTAL WEEMASTERS ASSOCIATION). To the right is a banner for 'everygame' with a 'TOP CONVERSION!' badge. Below the banner is a navigation bar with links: MY ACCOUNT, FORUMS, WIKI, COMMUNITY, AFFILIATE PROGRAMS, PORTALS, MEMBERS, GPWA TIMES, NEWS, ABOUT US. The main content area is titled 'AFFILIATE PROGRAM GAMING SITE SEARCH'. It contains a search form with the following fields:

- Game: All Games (dropdown)
- Player Country: Any Country (dropdown)
- How Affiliates are Paid: Any Payment Method (dropdown)
- Software: Any Software (dropdown)
- Site Language: Any Language (dropdown)
- Play Language: Any Language (dropdown)
- Affiliate Manager Language: Any Language (dropdown)
- Minimum Language Proficiency: Any Proficiency Level (dropdown)

A 'search' button is located at the bottom right of the form. To the right of the search form is a 'FEATURED AFFILIATE PROGRAMS' section, which includes a banner for '1XBET' with the text '% HIGHEST COMMISSIONS UP TO 40%' and a 'JOIN NOW' button, and another banner for 'PLAY ATTACK' with the text 'TOP CONVERTING CASINO BRANDS' and a 'GET STARTED' button.

The screenshot shows the GPWA Sponsor Affiliate Program Directory. At the top left is the GPWA logo. To the right is a banner for 'ROYAL PARTNERS' with the text 'EARN AT HIGH RATES!' and a 'JOIN US' button. Below the banner is a navigation bar with links: MY ACCOUNT, FORUMS, WIKI, COMMUNITY, AFFILIATE PROGRAMS, PORTALS, MEMBERS, GPWA TIMES, NEWS, ABOUT US. The main content area is titled 'SPONSOR AFFILIATE PROGRAM DIRECTORY'. It contains a search form with the following fields:

- Game: All Games (dropdown)
- Player Country: Any Country (dropdown)
- How Affiliates are Paid: Any Payment Method (dropdown)
- Software: Any Software (dropdown)
- Site Language: Any Language (dropdown)
- Play Language: Any Language (dropdown)
- Affiliate Manager Language: Any Language (dropdown)
- Minimum Language Proficiency: Any Proficiency Level (dropdown)

A 'search' button is located at the bottom right of the form. Below the search form is a section titled 'PLATINUM SPONSORS' which lists several logos: 1XBET, ALPHA, BC GAME, bet365 Partners, FORTUNE, CYRUS BET, everygame, GAMING! APPLICATION, KING BILLY, and LEMON PARTNERS.

## Sponsor Affiliate Program Directory

It's extremely easy to expand and enhance your verticals using this unique affiliate program search feature, which lets you check out our sponsors according to the vertical markets they serve.



## SPECIAL DEAL FOR GPWA PRIVATE MEMBERS

### FREE Subscription to iGamingDirectory.com

As an iGaming affiliate, information is vital and knowledge is power. To support our private members, we're pleased to offer complimentary access to the world's most comprehensive and up-to-date guide to the online gaming industry, via our iGamingDirectory.com online service.

### Comprehensive iGaming Industry Market Data

iGamingDirectory.com is the Who's Who of the online gaming industry with continuously updated data for 2,000 businesses that own online gaming sites, 4,800 online gaming sites, 1,400 affiliate programs and affiliate networks, 15,400 web portals and their owners, 1,100 game and platform suppliers, 25,600 games, 204 regulatory jurisdictions, 2,600 annual reports of online gaming businesses, 960 payment methods and 17,200 gaming executives with their associated LinkedIn profiles.

**All GPWA private members with completed affiliate business profiles are eligible for a FREE subscription!**

Visit [iGamingDirectory.com/GPWA](http://iGamingDirectory.com/GPWA) to sign up.

#### Affiliate Programs

Current Quarter Rank	Last Quarter Rank	Change from Last Quarter	Name	iGaming Sites	Website
1	1		bet365 Affiliates	10	<a href="http://www.bet365affiliates.com">www.bet365affiliates.com</a>
2	3	1▲	NetHive Affiliate Program	10	<a href="http://www.nethive.com">www.nethive.com</a>
3	4	1▲	Kindred Affiliates	29	<a href="http://www.kindredaffiliates.com">www.kindredaffiliates.com</a>
4	2	2▼	IQ Option Affiliate	2	<a href="http://affiliate.iqoption.com">affiliate.iqoption.com</a>
5	6	1▲	Betfair Partnerships	8	<a href="http://affiliates.betfair.com">affiliates.betfair.com</a>
6	8	2▲	William Hill Affiliates	11	<a href="http://affiliates.williamhill.com">affiliates.williamhill.com</a>
7	12	5▲	Affiliate Hub	5	<a href="http://www.skybet.com/en/affiliatehub">www.skybet.com/en/affiliatehub</a>
8	7	1▼	Pari-Match Affiliates	1	<a href="http://affiliates.parimatch.com">affiliates.parimatch.com</a>
9	17	8▲	Almor Affiliates	2	<a href="http://almoraffiliates.omarsys.com">almoraffiliates.omarsys.com</a>
10	10		ActiveWins Affiliate Program	14	<a href="http://www.activewins.com">www.activewins.com</a>
11	9	2▼	Stoiximan.gr Affiliates	2	<a href="http://affiliates.stoiximan.gr">affiliates.stoiximan.gr</a>
12	5	7▼	Tipico Affiliate Program	3	<a href="http://www.tipico.com/en/affiliate-program">www.tipico.com/en/affiliate-program</a>
13	13		Betin Web Affiliates	2	<a href="http://webaffiliates.betin.co.ke">webaffiliates.betin.co.ke</a>
14	16	2▲	FDJ Affiliate Program	2	<a href="http://www.fdj.fr">www.fdj.fr</a>
15	11	4▼	eToro Partners	1	<a href="http://www.etoropartners.com">www.etoropartners.com</a>
16	18	2▲	Rivalo Affiliates	1	<a href="http://www.rivalo.com/en/partner-program">www.rivalo.com/en/partner-program</a>
17	20	3▲	11 Affiliates	46	<a href="http://www.11affiliates.com">www.11affiliates.com</a>

Shown above is the top affiliate program list with a link to a detail page for each affiliate program that includes contact information, names of affiliate managers and other key executives with direct links to their LinkedIn profiles, sites represented by the program, and their game and platform software providers. Information about a program's owner is also provided, featuring other sites owned, social media, additional contact and executive information, and links to annual reports dating back as far as a decade.



## FREE SUBSCRIPTION TO [iGAMINGDIRECTORY.COM](http://iGAMINGDIRECTORY.COM)

### Comparative Rankings You Configure

A comprehensive database is essential, but even more critical is the ability to filter and rank the information in the database. iGamingDirectory.com allows you to create customized rankings based on geographic area, mobile or desktop traffic, and time frame. You can determine how the dynamics of marketplaces you care about are evolving by examining the changes in rankings over time within those marketplaces. Knowing which operators, sites and affiliate programs are becoming more important and which are becoming less relevant to your audience will help you make intelligent decisions in evolving your business relationships. Hundreds of ranked lists are available, and every ranked list includes links that allow you to drill down and view in-depth information.

### Regional and Global Rankings

Rankings are updated monthly and represent our best estimate of relative importance globally and by geographic region (e.g., Asia, Europe, Latin America). For individual iGaming and portal sites, importance is estimated using a variety of traffic-based statistics, such as number of visitors, visits and page views and total estimated time spent on a site by all visitors. For owners, operators, game developers, affiliate programs and other entities that can be associated with multiple sites, importance is based on the combined importance of the related sites.

#### Gambling.com

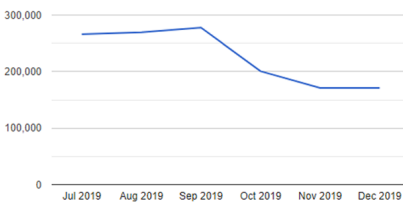
[www.gambling.com](http://www.gambling.com)

Gambling.com is the most popular of 26 sites owned by [Gambling.com Group](#). Gambling.com features a wide variety of fresh content including slideshows, videos and reviews that cover all aspects of online gambling. It is associated with GPWA member [charlesg](#).



Approved  
11 February 2008

#### Monthly Visits (SimilarWeb estimates)



#### Top Countries (SimilarWeb estimates)

	28.82%
United States	
	27.19%
United Kingdom	
	4.69%
Canada	
	3.63%
India	
	3.53%
Australia	

#### Top Countries (Alexa estimates)

	34.50%
India	
	28.30%
United States	
	11.30%
Canada	
	10.00%
Israel	

A wealth of information obtained from third-party data providers is also available within the site. The partial screenshot of a portal site detail page above shows the estimated number of monthly visitors over a six-month period provided by SimilarWeb, in addition to the top countries providing traffic to the site according to both SimilarWeb and Alexa. A wide variety of statistics are also included, such as Moz Domain Authority and several kinds of link metrics. The list goes on to include similar sites, traffic sources, top organic keywords and more.

## AFFILIATES BUILD PARTNERSHIPS THROUGH THE GPWA

"GPWA is just what this industry needs and what the affiliates need: an association which says certain sites are trustworthy....I think the GPWA is part of the glue which holds the entire industry together."  
Dan Horvat  
oklade.net

"I look for recommendations and feedback from my peers at GPWA before I decide to add an affiliate program's gaming sites to my site."  
Robert Medl  
theonlinecasinogamblingdirectory.com

"The GPWA is a bridge between affiliates and affiliate managers, and if I want to contact an affiliate program I almost always do that through the GPWA."  
Aksana Radaman  
777-online-gambling.net

"Helpful and informative."  
Tony  
bingomingle.com

"A fantastic place to hear about new programs."  
Greg  
bingotimes.com

"The GPWA has helped me tremendously! ...the information is invaluable."  
Travis  
ultimategamebonus.com

"I think that being associated with the GPWA is important. Problems always occur, and being within the GPWA is a guarantee that solutions are never far away."  
Daniel, apuesta10.com



# AFFILIATE PROGRAM SPONSORS





Dedicated to strengthening and unifying the gaming affiliate  
community and making our members more successful

**GPWA.org**