

Agency Partner Program

NCBC Marketing Partner Program

The NCBC Marketing Partner Program allows marketing agencies and industry partners to promote NCBC advertising opportunities to their clients while maintaining transparency and protecting the NCBC community.

Why Agencies Partner with NCBC

- Access to a highly targeted clinical audience
- Ability to offer clients exclusive healthcare engagement opportunities
- Turnkey execution (NCBC manages distribution)
- Revenue share without operational burden

Benefits for Agencies

Approved partners receive:

- priority booking access
- dedicated campaign support
- bundled marketing packages
- co-marketing opportunities with NCBC

Partner Requirements

To participate in the program, agencies must:

- disclose the name of the advertiser client
- comply with NCBC advertising policies
- represent NCBC placements accurately

Pricing Transparency

NCBC maintains standardized pricing. Agencies may not represent NCBC placements as proprietary inventory.

Revenue Model Options

NCBC offers two partnership structures.

Referral Partner

Agency refers the client to NCBC.

Agency receives:

10–15% referral commission.

Client contracts directly with NCBC.

Managed Campaign Partner

Agency manages the campaign on behalf of their client.

Agency receives:

15–20% agency commission.

Client may contract through the agency.

Partner Approval

NCBC reserves the right to approve agencies participating in the program.

