QUAREX PARTNER PROGRAM

Opt-In Advertising & Cross-Promotion Strategy

Proposal & Implementation Roadmap

Prepared: February 2026

Status: Back Burner — For Future Marketing Discussion

Executive Summary

Quarex has built its credibility on editorial independence and zero advertiser influence. This proposal preserves that integrity while creating a sustainable revenue stream through an opt-in advertising partner program that inverts the traditional model: users choose to see ads, and advertisers are selected by Quarex based on quality and alignment with our mission.

The core innovation is architectural separation. Advertising exists in a completely separate UI from Quarex's educational content. No advertiser can influence what appears in any book, politician library, or curriculum. Revenue supports the mission without compromising it.

The Model: How It Works

For Users

Default experience: No ads, ever. The Quarex Curiosity platform, politician libraries, and all educational content remain completely ad-free.

Opt-in experience: Users who want to browse curated partner offers can access a separate "Quarex Partners" section. This is positioned as a benefit, not an intrusion — "companies we've vetted and believe in."

Trust signal: Every partner listing carries Quarex's implicit endorsement, meaning users know these businesses have been screened to the same standard as Quarex content.

For Partners

Invitation-only: "You have been selected as a qualified partner and can now advertise on Quarex." This positions partnership as a credential, not a purchase.

Cross-promotion: Partners are encouraged to display their Quarex Partner status on their own sites and marketing, driving their customers to discover Quarex.

Premium audience: Quarex users are engaged, intentional, and information-seeking. This is a high-value audience that can't be reached through traditional ad networks.

Partner Qualification Criteria

Not every business qualifies. The selectivity is the product. Suggested criteria for vetting:

Must-Have Requirements

- Transparent business practices and pricing
- No history of deceptive advertising or consumer complaints
- Products or services that provide genuine value
- No affiliation with disinformation campaigns or dark money organizations
- Alignment with Quarex's mission of informed citizenship (not partisan alignment)

Preferred Qualities

- Small to mid-size businesses, B-corps, or mission-driven companies
- Educational products, tools, or services
- Local businesses in communities Quarex serves
- Companies willing to cross-promote Quarex to their customer base

Disqualifiers

- Tobacco, gambling, predatory lending, or exploitative industries
- Political campaigns, PACs, or partisan advocacy organizations
- Companies with active regulatory enforcement actions
- Any entity that could compromise Quarex's editorial independence

Revenue Model Options

Several pricing structures to evaluate with your marketing person:

Tiered Partnership

Bronze: Listing in the Partners directory. Flat monthly fee. Best for local businesses.

Silver: Featured placement + cross-promotion badge for their site. Higher monthly fee.

Gold: All Silver benefits + featured in Quarex newsletter/communications + co-branded content opportunities. Premium pricing.

Alternative: Commission-Based

Partners pay only when Quarex users convert (click-through, purchase, sign-up). Lower barrier to entry but requires tracking infrastructure. May be better suited for Phase 2.

The Cross-Promotion Flywheel

This is where the model becomes self-sustaining:

1. Quarex selects and onboards quality partners
2. Partners display "Quarex Verified Partner" badge on their own sites and marketing
3. Partner customers see the badge, discover Quarex, become users
4. Growing user base makes Quarex partnership more valuable
5. More businesses seek partner status; Quarex becomes more selective
6. Higher selectivity increases the badge's credibility and value

This flywheel means marketing costs decrease over time as partners do the promotion for you.

UI Architecture: Separation of Concerns

The architectural separation between content and advertising is the non-negotiable foundation of this program.

Quarex Curiosity (Unchanged)

All books, libraries, shelves, chapters, and topics remain completely ad-free. No banners, no sponsored content, no partner mentions anywhere in the educational experience. This is sacred ground.

Quarex Partners (New, Separate Section)

A distinct section accessible from the main navigation, clearly labeled. Users who enter this section understand they are browsing vetted partner offers. The UI should feel curated and premium — more like a boutique marketplace than an ad feed. Each partner gets a profile page with their story, what they offer, and why Quarex selected them.

Elecciones 2026 (Unchanged)

Politician libraries remain completely independent. No partner has any presence in political content. This is critical for credibility, especially during election season.

Implementation Roadmap

Sequenced to build on the existing Quarex user base before launching the partner program.

Phase 1: Foundation (Now – Back Burner)

Focus remains on growing Quarex Curiosity user base and elecciones2026.net. These tasks are design and planning only.

Item	Description	Priority
Partner criteria doc	Finalize qualification/disqualification criteria with marketing person	Medium
Partner badge design	Create "Quarex Verified Partner" visual assets for partner use	Low
UI wireframes	Sketch the Partners section layout, separate from main content	Low
Prospect list	Identify 10–20 ideal launch partners (local, mission-aligned, cross-promo potential)	Medium

Phase 2: Build (When User Base Justifies)

Only begin when Quarex has enough engaged users to make the partner pitch meaningful.

Item	Description	Priority
Partners UI	Build the separate Partners section in the Quarex navigation	High
Partner profiles	Create template for partner listing pages	High
Opt-in mechanism	User setting to show/hide Partners section; default is hidden	High
Badge system	Generate embeddable badge code for partners to use on their sites	Medium
Analytics	Basic tracking: partner page views, click-throughs, opt-in rates	Medium

Phase 3: Launch (Soft Launch with Select Partners)

Item	Description	Priority
Outreach	Contact first 5–10 partners with "you've been selected" invitation	High
Onboarding	Help partners set up profiles and integrate badge on their sites	High
User communication	Announce Partners section to existing users as an opt-in feature	Medium
Feedback loop	Gather user and partner feedback for iteration	Medium

Phase 4: Scale

Item	Description	Priority
Expand roster	Grow to 25–50 partners based on demand and quality	Medium
Tiered pricing	Introduce Bronze/Silver/Gold if demand supports it	Medium
Newsletter integration	Feature Gold partners in Quarex communications	Low
Revenue assessment	Evaluate whether program sustains itself and funds Quarex operations	High

Risks & Mitigations

Risk: Partner misbehavior damages Quarex brand.

Mitigation: Clear partnership agreement with termination clause. Regular review of partner practices. Immediate revocation for violations.

Risk: Users perceive ads as compromising editorial integrity.

Mitigation: Strict architectural separation. Partners section is opt-in and clearly distinct. Messaging emphasizes that no advertiser influences content.

Risk: Not enough users to attract quality partners.

Mitigation: This is why sequencing matters. Don't launch until the user base justifies it. Phase 1 is planning only.

Risk: Revenue doesn't justify the development and maintenance effort.

Mitigation: Keep the initial build minimal. Partner profiles can be simple pages. Don't over-engineer until the model is validated.

Key Principles (Non-Negotiable)

7. Editorial content is never influenced by advertising — period.
8. Users see ads only if they choose to.
9. Partners are selected by Quarex, not the other way around.
10. Any partner can be removed at any time for any reason.
11. Political content (elecciones2026, politician libraries) is always ad-free.
12. The program exists to fund the mission, not to become the mission.

Next Steps

This proposal is intentionally back-burnered. When ready to activate:

13. Review this document with marketing person for feedback on pricing, positioning, and prospect identification.
14. Determine minimum user base threshold needed before approaching partners.
15. Finalize partner qualification criteria.
16. Begin Phase 1 planning tasks.