Become a Google Channel Partner

If you represent publishers and want to become a Certified Publishing Partner, you must first become a Google Channel Partner. Google Channel Partners help their clients get the most out of Google’s advertising products. Upon joining our partner program, you’ll receive exclusive access to a variety of Google benefits – helping you grow your business as you support content creators. Wondering how to start?

1. Apply online to become a Channel Partner.
2. Plan 3-4 weeks for our team to review your application and notify you of our decision. Time-frame may vary depending on capacity.
3. If your application is approved, you’ll be onboarded into a trial period lasting 6-12 months.
4. After completing the trial period, you will become a Channel Partner and receive regular performance updates by your Channel Partner Manager.
5. After maintaining performance standards for one year, your Channel Partner Manager can help you become a Google Certified Publishing Partner.

Join now
Are you?
- Committed to helping content creators reach their highest potential
- Knowledgeable about Google publishing solutions and willing to get trained and certified
- Committed to maintaining a healthy ads ecosystem
- A provider of unique services, products, and technologies that can help publishers succeed

If you are, apply now to become a Channel Partner.

Benefits
- Monetize 3rd party inventory by operating via product functionality.
- Coaching and consulting from a 1:1 Channel Partner Manager.
- Personalized performance optimization reports.
- Access to various, invite-only partner events.

Requirements
- Provide a clear Value Added Service to publishers.
- Prioritize your publishers’ growth.
- Invest time into learning Google’s products.
- Maintain minimum revenue thresholds.