

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?



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.