iGive 2017 Q-2 Ad Book

Promotional Opportunities for merchants

- Placement options – Newsletters, Commission Increase Campaigns, In-Kind Sponsorships
- iGive stats & access to our site to preview placements
- Booking instructions

Newsletters - your best choice for being seen!

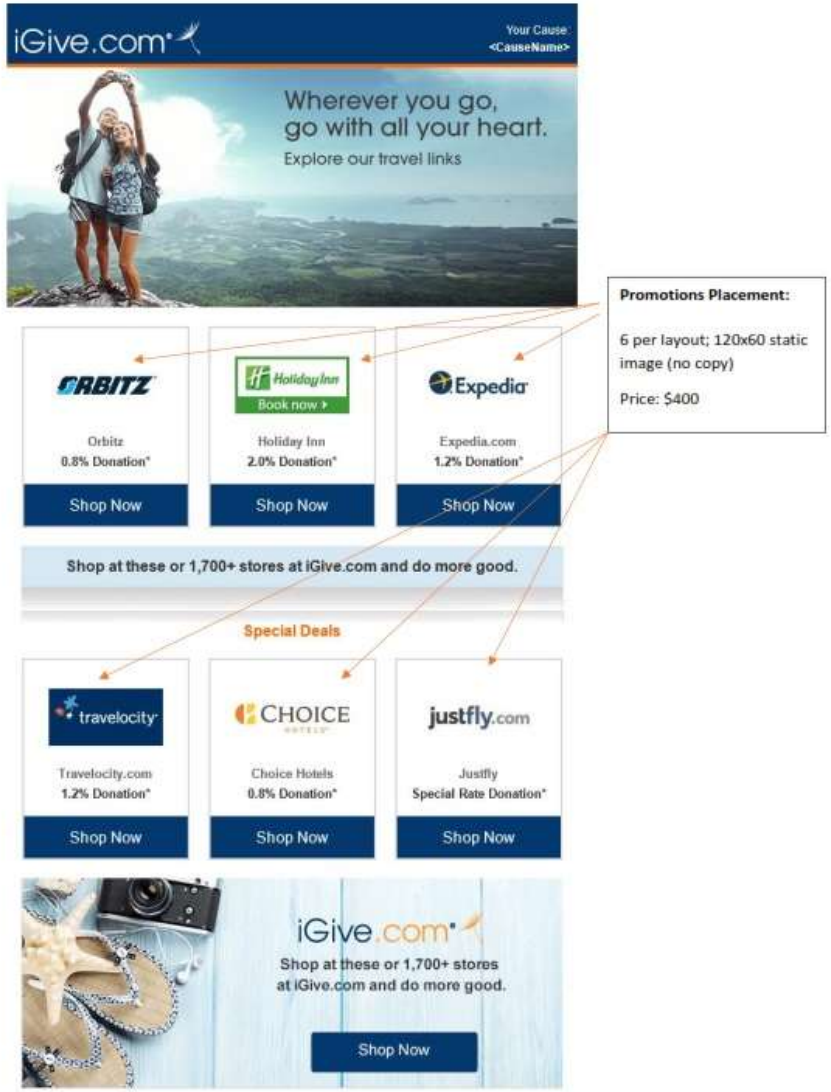
Details & Stats:

- Distribution: **340,000 opt-in members**
- **Open Rate: varies between 8-13%** (regardless of layout type). Most variation is due to seasonality.
- *CTR for specific newsletter placement types or slots within a layout are NOT yet available (we are collecting data, but sample size is limiting).*
- **3 layout options available**: Weekly, Monthly, Category Themed

- *Option 1 - Weekly Layout Newsletter* - Current 2017 Drop Dates: 2/12, 2/19, 2/26, 3/12, 3/19, 3/26, 4/9, 4/18, 4/23, 4/30, 5/14, 5/21, 5/30, 6/11, 6/18, 6/25
- **Lead Sponsor placement** – a 120x60 static banner at the top of newsletter - **$700** per slot (1 slot per newsletter)
- **Editor's Pick** placement - reserved for VIP merchants (not for sale)
- **Sales & Coupons placement** – held in reserve for merchants participating in Commission Increase Campaigns. (Placement not guaranteed, but provided where available)



- *Option 2 – Category Themed layout*
- *Current 2017 Drop Dates & themes available: 2/23 (**Clothing/Department Stores**), 3/9 (**Gardening Outdoors**), 3/23 (**Pets**), 4/6 (**Easter/Spring**), 5/4 (**Mother's Day**), 5/25 (**Memorial Day/Summer**), 6/8 (**Father's Day**), 6/22 (**Pets**), 6/29 (**Travel**)*
- Offers & creative **MUST** match the theme to be included in this layout type
- **Promotion placement** – a 120x60 static banner - **$400** per slot (6 slots per newsletter)
- If you are unable to provide an offer/creative in the **theme of the Category** layout on a given date, please consider other placement options. Offers/Creative MUST fit the theme in order to be included.



Monthly Layout

- *Option 3 – Monthly Layout Newsletter -*
  Current 2017 Drop Dates: 3/5, 4/2, 5/7, 6/4

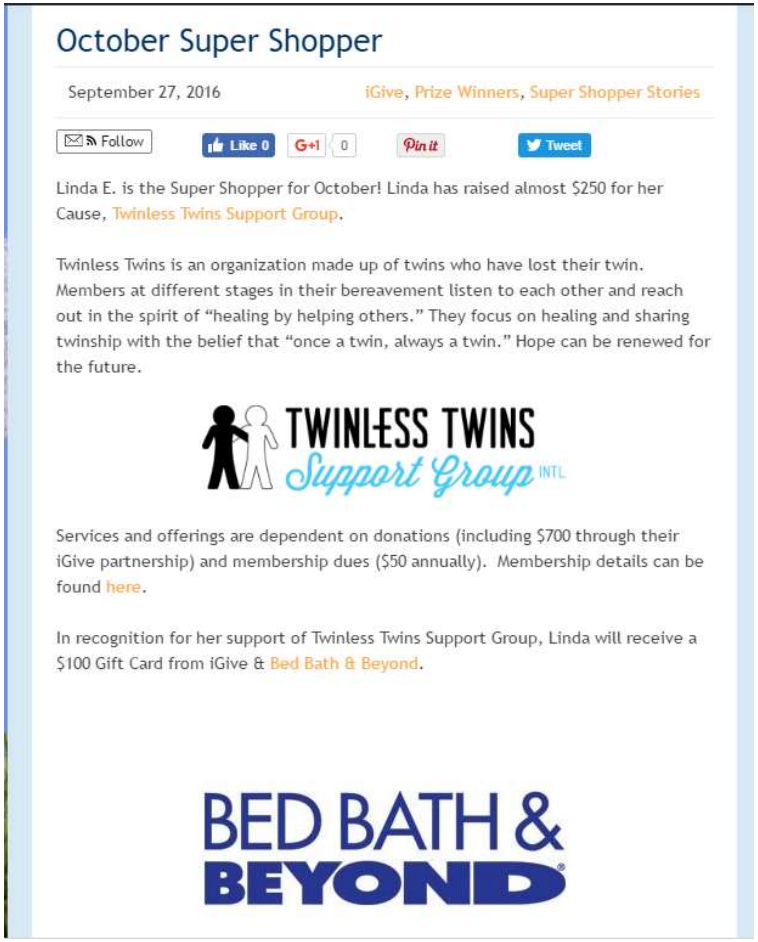
- **Lead Sponsor placement Reserved for In Kind Sponsorship - Super Shopper Sponsor** – merchant provides a prize valued $150-$200 to iGive member; no additional fee or commission expense

- **125x125 image** at foot of layout + **text link** in Super Shopper Story



In-Kind Sponsorship

- Banner and Text link in Monthly Layout newsletter
- No Flat Fee or Commission change required
- Merchant provides gift card/product valued $150-$200
- Brand is also mentioned in Super Shopper Story on the iGive Blog and iGive's social media channels



October Super Shopper

September 27, 2016 iGive, Prize Winners, Super Shopper Stories

Follow Like 0 G+1 0 Pin it Tweet

Linda E. is the Super Shopper for October! Linda has raised almost $250 for her Cause, Twinless Twins Support Group.

Twinless Twins is an organization made up of twins who have lost their twin. Members at different stages in their bereavement listen to each other and reach out in the spirit of "healing by helping others." They focus on healing and sharing twinship with the belief that "once a twin, always a twin." Hope can be renewed for the future.

TWINLESS TWINS Support Group INTL

Services and offerings are dependent on donations (including $700 through their iGive partnership) and membership dues ($50 annually). Membership details can be found here.

In recognition for her support of Twinless Twins Support Group, Linda will receive a $100 Gift Card from iGive & Bed Bath & Beyond.

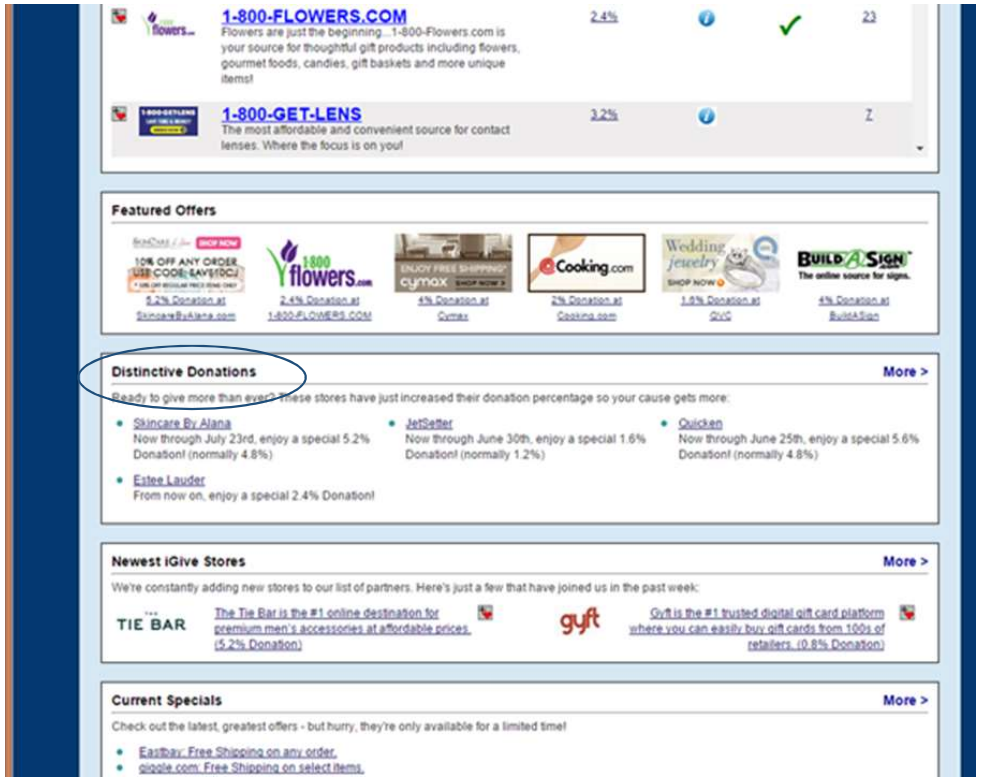
BED BATH & BEYOND

Commission Increase Campaigns

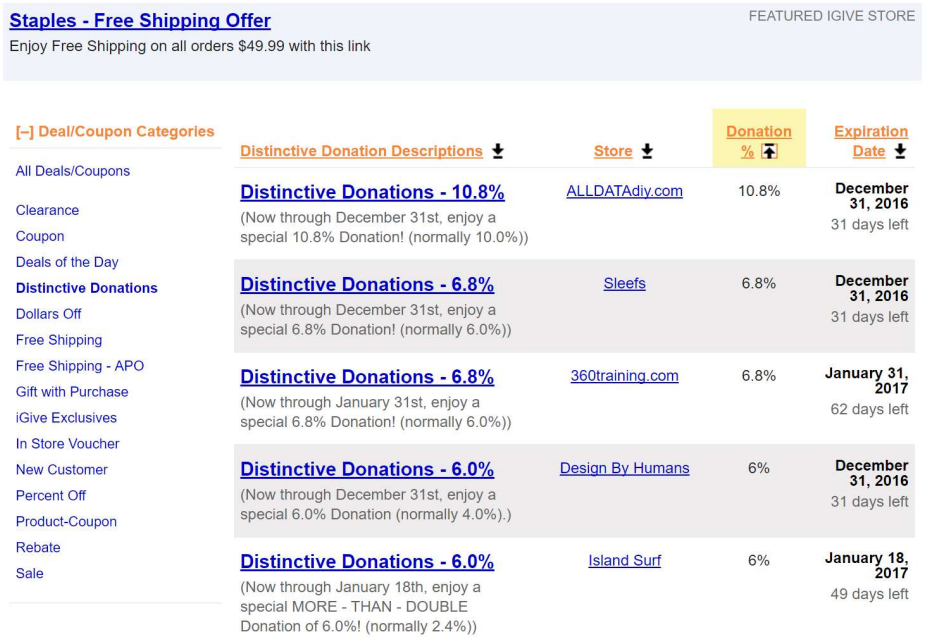
- No Flat Fee – increase commission by a minimum of 1% to participate
- Higher placement within categories
- Text links & Banners added to site's rotation
- Campaigns run for 30-90 days (under 30 day increases will NOT receive placements)
- See pages CIC 2-4 for placement samples

Text links on site: Distinctive Donations

In random rotation on iGive.com home page

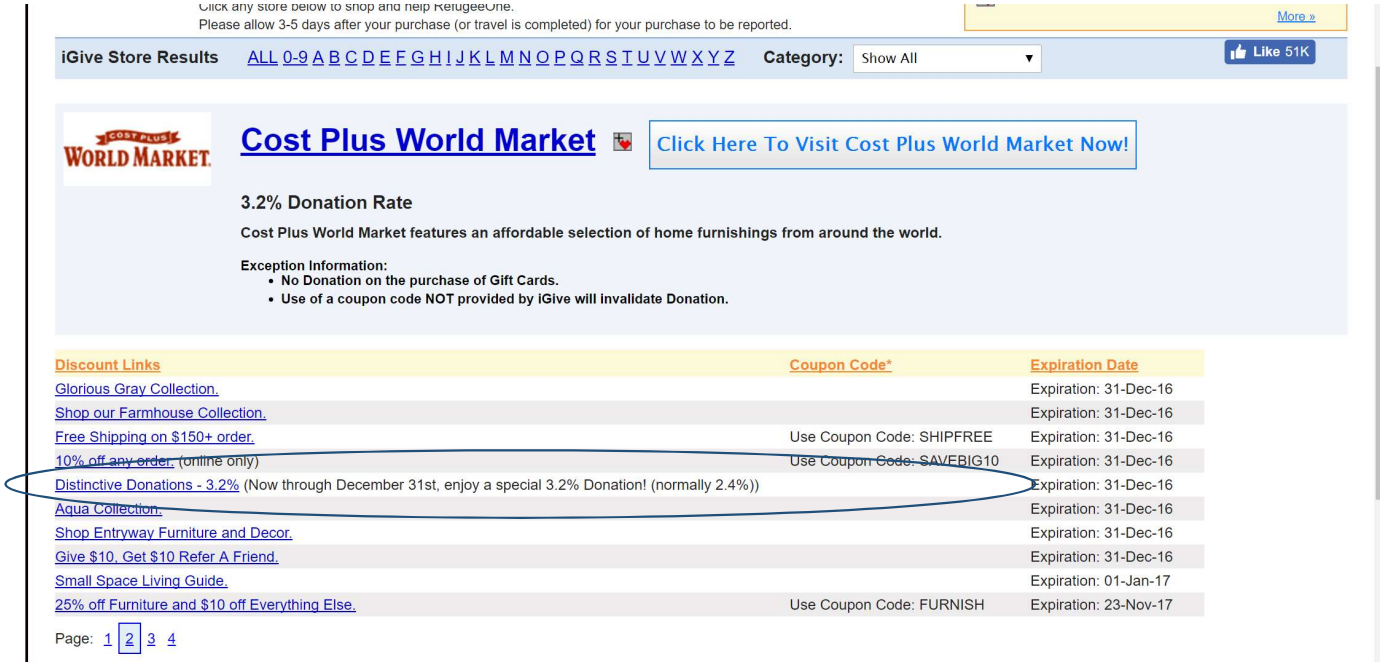


On Deals & Coupons page throughout campaign



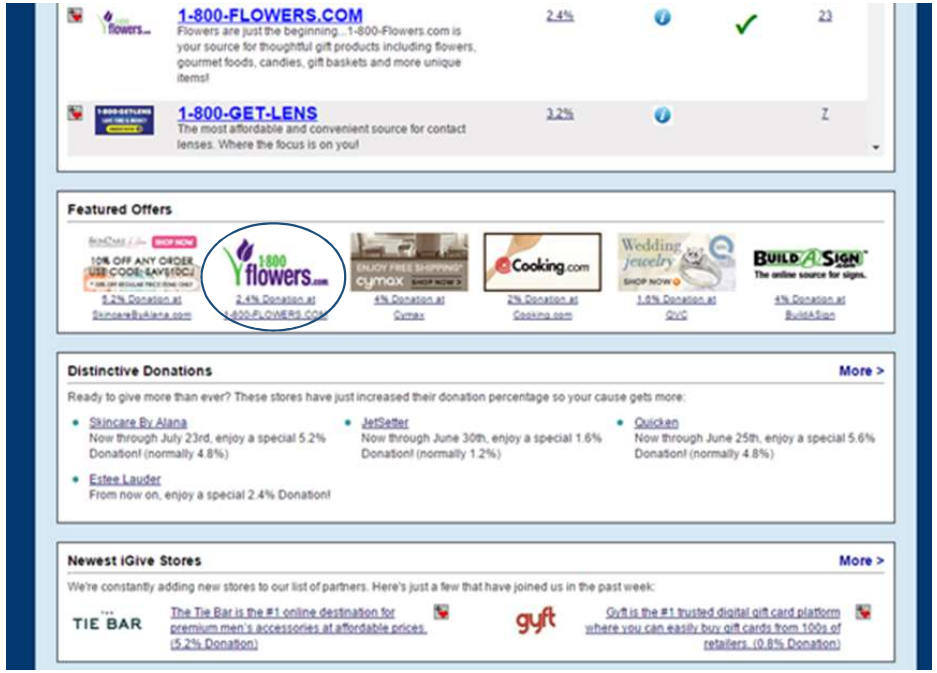
Text links on site: Distinctive Donations

On Merchant landing page
Sample: www.iGive.com/worldmarket

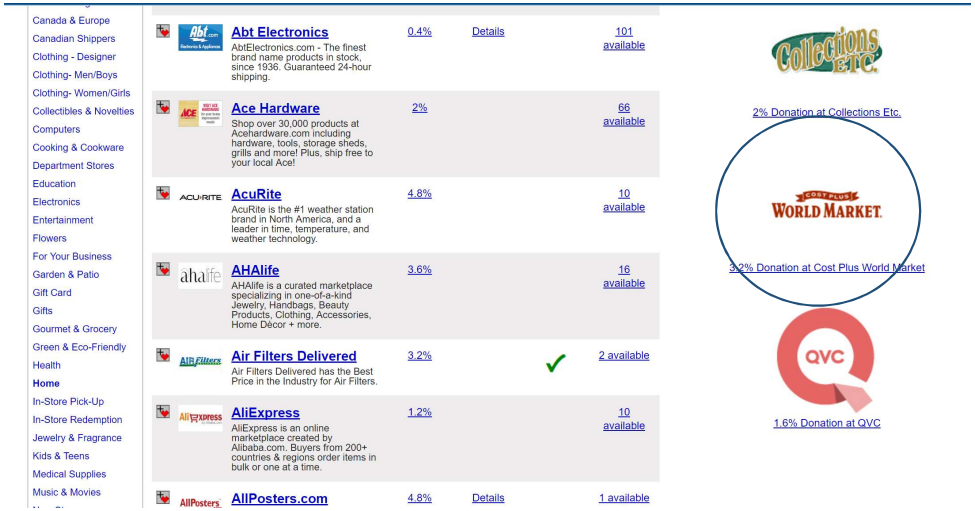


Banners added to site

120x60 in random rotation on iGive.com home page (Featured Offers section)



125x125 in random rotation on relevant category pages



Stats & Booking Details

To view our members' only site, please use the guest log in:
email: guest@igive.com
password: guestpass

Vital Stats:
400,000+ registered members
50,000+ member-listed causes/charities
1700+ participating merchants

340,000opt-in email newsletter subscribers
2,500,000+ monthly page views
125,000+ unique monthly visitors

Social:
50,000+ Facebook fans: facebook.com/igive
5,000+ Twitter followers: @iGivedoyou
$100+ Instagram followers: Instagram/ishopigive

How To Book:

- *To Book a placement send the following details to:* ***merchantnewsletters@iGive.com***
  - *Requested placement type: Newsletter, Commission Increase Campaign, In-Kind Sponsorship*
  - *Placement drop date (or run dates)*
  - *Associated fee and/or commission change*
- Your booking will be confirmed & details of the required creative will be sent within 3 business days. (If the specific placement you requested is unavailable, an alternative will be offered.)
- PLEASE BOOK ONE PLACEMENT REQUEST PER EMAIL