



iGive 2018 Q1 Ad Book

Promotional Opportunities for merchants

- Placement options – [Newsletters](#), [Commission Increase Campaigns](#), [In-Kind Sponsorships/social media blitz](#)
- iGive [stats & access](#) to our site to preview placements
- [Booking instructions](#)

To view our [members' only site](#), please use the guest log in:

email: guest@igive.com
password: guestpass

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).*
- **2 layout options available:** Weekly Layout, Category Themed Layout

- **Option 1 - Weekly Layout Newsletter -**

Current 2018 Drop Dates: 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18, 2/25, 3/4, 3/18, 3/25

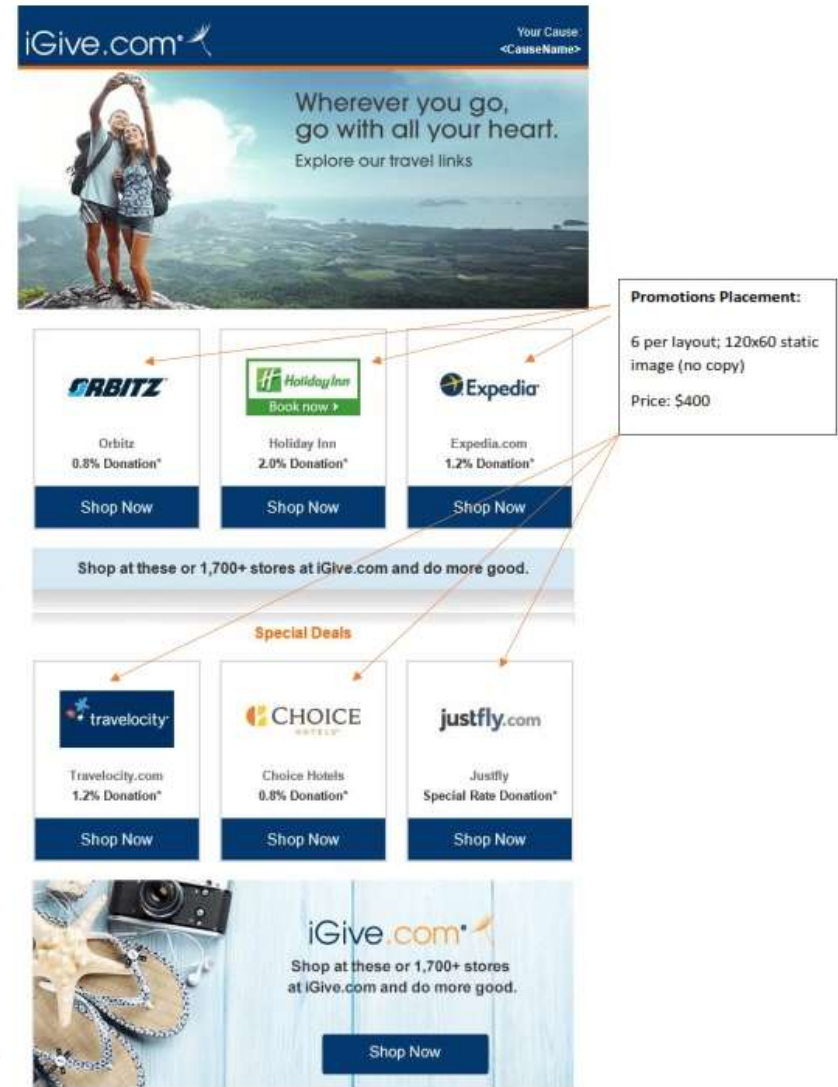
Lead Sponsor placement – a 120x60 static banner at the top of newsletter - **\$700** per slot (1 slot per newsletter)

- **Top Offers** placement – a 120x60 static banner - **\$400** per slot + 60 characters of copy (3 slots per newsletter)

- **Coupons & Sales** placements – held in reserve for merchants participating in Commission Increase Campaigns. (Placement not guaranteed, but provided where available)

The screenshot shows a newsletter layout from iGive.com. At the top is a 'Newsletter' header. Below it is a large image of a bookstore shelf. To the right of this image is a callout box: 'Lead Sponsor – 120x60 static image; top store listing - \$700'. Below the image is a text block: '<Elizabeth>, this week's newsletter is brought to you by Barnes & Noble where 0.8% of your purchase* benefits <Charity Name>.' followed by a 'BARNES & NOBLE' logo. Below this is a 'Double Donations' section with two offers: 'APOLO FREE SHIPPING' and 'Kerastase 6.0% Donation'. Below that is a 'Top Offers' section with three cards: 'AEO', '15% Off Charlotte', and 'THE POPCORN FACTORY'. To the right of this section is a callout box: 'Top Offers – 120x60 static image; 3 per nl - \$400 per placement'. Below 'Top Offers' is a 'New Stores' section with two cards: 'Designer Living' and 'Udemy'. Below that is a 'Coupons & Sales' section with three cards: 'Dylan's Candy Bar', 'TRACTOR SUPPLY CO', and 'STEINER'. To the right of this section is a callout box: 'Coupons & Sales – reserved for merchants participating in a Commission Increase Campaign – NOT Saleable (cannot be reserved)'.

- **Option 2** – Category Themed layout
- Current 2017 Drop Dates & themes available: 1/4 (Health); 1/25 (Travel); 2/8 (Valentine's) 3/11 (Think Spring)
- 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.



Commission Increase Campaigns

- No Flat Fee required
- Increase commission by a minimum of 1% for a minimum of 30 days to participate
- Receive a higher placement within relevant categories on-site
- Text links & Banners added to site's rotation
- Campaigns run for 30-90 days; an increase lasting more than 90 days is considered the new Ongoing rate and will not include supplemental promos (though the higher placement in categories continues)

Text links on site: Distinctive Donations

In random rotation on iGive.com home page

The screenshot shows the iGive.com home page with several promotional banners. At the top, there are banners for '1-800-FLOWERS.COM' (2.4% donation) and '1-800-GET-LENS' (3.2% donation). Below these is a 'Featured Offers' section with various deals. A 'Distinctive Donations' section is highlighted with a red circle, listing special offers from Skincare By Alana, JetSetter, and Coliclen. Other sections include 'Newest iGive Stores' and 'Current Specials'.

On Deals & Coupons page throughout campaign

Staples - Free Shipping Offer

FEATURED IGIVE STORE

Enjoy Free Shipping on all orders \$49.99 with this link

[+] Deal/Coupon Categories

All Deals/Coupons

Clearance

Coupon

Deals of the Day

Distinctive Donations

Dollars Off

Free Shipping

Free Shipping - APO

Gift with Purchase

iGive Exclusives

In Store Voucher

New Customer

Percent Off

Product-Coupon

Rebate

Sale

Distinctive Donation Descriptions

Store

Donation %

Expiration Date

Distinctive Donations - 10.8%

(Now through December 31st, enjoy a special 10.8% Donation! (normally 10.0%))

ALLDATAdiv.com

10.8%

December 31, 2016
31 days left

Distinctive Donations - 6.8%

(Now through December 31st, enjoy a special 6.8% Donation! (normally 6.0%))

Sleeps

6.8%

December 31, 2016
31 days left

Distinctive Donations - 6.8%

(Now through January 31st, enjoy a special 6.8% Donation! (normally 6.0%))

360training.com

6.8%

January 31, 2017
62 days left

Distinctive Donations - 6.0%

(Now through December 31st, enjoy a special 6.0% Donation (normally 4.0%))

Design By Humans

6%

December 31, 2016
31 days left

Distinctive Donations - 6.0%

(Now through January 18th, enjoy a special MORE - THAN - DOUBLE Donation of 6.0%! (normally 2.4%))

Island Surf

6%

January 18, 2017
49 days left


Text links on site: Distinctive Donations

On Merchant landing page

Sample: www.iGive.com/worldmarket

Click any store below to shop and help refugees.
Please allow 3-5 days after your purchase (or travel is completed) for your purchase to be reported.

iGive Store Results [ALL](#) [0-9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) Category: [Like 51K](#)



Cost Plus World Market

[Click Here To Visit Cost Plus World Market Now!](#)

3.2% Donation Rate

Cost Plus World Market features an affordable selection of home furnishings from around the world.

Exception Information:

- No Donation on the purchase of Gift Cards.
- Use of a coupon code NOT provided by iGive will invalidate Donation.

Discount Links	Coupon Code*	Expiration Date
Glorious Gray Collection.		Expiration: 31-Dec-16
Shop our Farmhouse Collection.		Expiration: 31-Dec-16
Free Shipping on \$150+ order.	Use Coupon Code: SHIPFREE	Expiration: 31-Dec-16
10% off any order. (online only)	Use Coupon Code: SAVEBIG10	Expiration: 31-Dec-16
Distinctive Donations - 3.2% (Now through December 31st, enjoy a special 3.2% Donation! (normally 2.4%))		Expiration: 31-Dec-16
Aqua Collection.		Expiration: 31-Dec-16
Shop Entryway Furniture and Decor.		Expiration: 31-Dec-16
Give \$10, Get \$10 Refer A Friend.		Expiration: 31-Dec-16
Small Space Living Guide.		Expiration: 01-Jan-17
25% off Furniture and \$10 off Everything Else.	Use Coupon Code: FURNISH	Expiration: 23-Nov-17

Page: [1](#) [2](#) [3](#) [4](#)

Banners added to site

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

1-800-FLOWERS.COM
Flowers are just the beginning...1-800-Flowers.com is your source for thoughtful gift products including flowers, gourmet foods, candies, gift baskets and more unique items!

1-800-GET-LENS
The most affordable and convenient source for contact lenses. Where the focus is on you!

Featured Offers

- 1800flowers.com**: 2.4% Donation at 1800FLOWERS.COM
- Cymox**: 4% Donation at Cymox
- Cooking.com**: 2% Donation at Cooking.com
- Wedding Jewelry**: 1.4% Donation at QVC
- Build-A-Sign**: 4% Donation at BuildASign

Distinctive Donations

Ready to give more than ever? These stores have just increased their donation percentage so your cause gets more:

- Skincare By Alana**: Now through July 23rd, enjoy a special 5.2% Donation! (normally 4.8%)
- JetSetter**: Now through June 30th, enjoy a special 1.6% Donation! (normally 1.2%)
- Quicken**: Now through June 25th, enjoy a special 5.6% Donation! (normally 4.8%)
- Estee Lauder**: From now on, enjoy a special 2.4% Donation!

Newest iGive Stores

We're constantly adding new stores to our list of partners. Here's just a few that have joined us in the past week:

- TIE BAR**: The Tie Bar is the #1 online destination for premium men's accessories at affordable prices. (\$ 2% Donation)
- gyft**: Gyft is the #1 trusted digital gift card platform where you can easily buy gift cards from 100s of retailers. (0.8% Donation)

125x125 in random rotation on relevant category pages

Store	Donation %	Details	Availability
Abt Electronics	0.4%	AbtElectronics.com - The finest brand name products in stock, since 1936. Guaranteed 24-hour shipping.	101 available
Ace Hardware	2%	Shop over 30,000 products at Acehardware.com including hardware, tools, storage sheds, grills and more! Plus, ship free to your local Ace!	66 available
AcuRite	4.8%	AcuRite is the #1 weather station brand in North America, and a leader in time, temperature, and weather technology.	10 available
AHAlife	3.6%	AHALife is a curated marketplace specializing in one-of-a-kind Jewelry, Handbags, Beauty Products, Clothing, Accessories, Home Decor + more.	16 available
Air Filters Delivered	3.2%	Air Filters Delivered has the Best Price in the Industry for Air Filters.	2 available
AliExpress	1.2%	AliExpress is an online marketplace created by Alibaba.com. Buyers from 200+ countries & regions order items in bulk or one at a time.	10 available
AllPosters.com	4.8%		1 available

Callouts:

- Collections Etc.**: 2% Donation at Collections Etc.
- World Market**: 3.2% Donation at Cost Plus World Market
- QVC**: 1.6% Donation at QVC

Social Media Promo Package

- **\$200** product value to be used as member prize
- Merchant must provide at least 2 images that are appropriate for social channels (you can provide different images for each platform, or we can use the same images for all platforms).
- Merchant must provide an offer/promo that is valid during the 2 week period.
- Merchant must provide short video **or** 15-30 seconds of copy that can be conveyed during a Facebook Live video post.
- Promos will post over 2 week period



Stats & Booking Details

Vital Stats:

480,000+ registered members

50,000+ member-listed causes/charities

1800+ participating merchants

340,000opt-in email newsletter subscribers

2,500,000+ monthly page views

125,000+ unique monthly visitors

Social:

53,500+ Facebook fans: facebook.com/igive

375+ Instagram followers: Instagram.com/ishopigive

5,000+ Twitter followers: @iGivedoyou

To view our [members' only site](#), please use the guest log in:

email: guest@igive.com

password: guestpass

How To Book:

- *To Book a placement send the following details to: merchantnewsletters@iGive.com*
- *Requested placement type: [Newsletter](#), [Commission Increase Campaign](#), [Social Media package](#)*
- *Promotion date(s)*

PLEASE BOOK ONE PLACEMENT REQUEST AT A TIME(multiple store/placement requests on the same Support Email will cause a delay in processing)

- *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, a similar alternative may be offered.*