



iGive.com®

# iGive 2018 Q2 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](mailto: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: 3/18, 3/25, 4/8, 4/15, 4/22, 4/29, 5/6, 5/13, 5/20, 5/29, 6/3, 6/10, 6/17, 6/24

- **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, there's a header with the iGive.com logo and the word "Newsletter". Below the header is a large image of a bookstore shelf. A callout box points to this image, stating: "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>." To the right of this text is the Barnes & Noble logo. Below this is a "Double Donations" section featuring a promotion for Kerastase with a 6.0% donation. The next section is "Top Offers", which contains three promotional cards for AEO, Company 2 (with a 15% off code), and The Popcorn Factory. A callout box points to this section, stating: "Top Offers – 120x60 static image; 3 per nl - \$400 per placement". Below "Top Offers" is a "New Stores" section featuring Designer Living (4.0% donation) and Udemy (20.0% donation). The final section is "Coupons & Sales", which contains three promotional cards for Dylan's Candy Bar, Tractor Supply Co, and Steiner. A callout box points to this section, stating: "Coupons & Sales – reserved for merchants participating in a Commission Increase Campaign – NOT Saleable (cannot be reserved)".

## Option 2 – Category Themed layout

- Current 2018 Drop Dates & themes available: 3/11 (Easter), 4/1 (Think Spring); 5/3 (Mother's Day), 5/24 (Memorial Day/Summer), 6/13 (Father's Day)
- 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)

The image displays a promotional layout for iGive.com, themed around travel. At the top, a banner features a couple on a mountain peak with the text "Wherever you go, go with all your heart. Explore our travel links". Below this is a grid of six promotional slots, each for a different travel-related brand. Each slot includes the brand logo, a brief description of the offer (e.g., "Orbitz 0.8% Donation\*"), and a "Shop Now" button. A central banner reads "Shop at these or 1,700+ stores at iGive.com and do more good." Below this is a "Special Deals" section with three more promotional slots for Travelocity, Choice Hotels, and Justfly, each with a "Shop Now" button. At the bottom, another banner features a beach scene with the iGive.com logo and the text "Shop at these or 1,700+ stores at iGive.com and do more good." with a "Shop Now" button.

promotions Placement:  
6 per layout; 120x60 static image (no copy)  
Price: \$400

# 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 two 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 six banners for '10% OFF ANY ORDER', '1800flowers.com', 'cymax', 'Cooking.com', 'Wedding jewelry', and 'BUILD A SIGN'. The 'Distinctive Donations' section is circled in red and contains three items: 'Skincare By Alana' (5.2% donation), 'JetSetter' (1.6% donation), and 'Quicken' (5.6% donation). Below this is the 'Newest iGive Stores' section featuring 'TIE BAR' (5.2% donation) and 'gyft' (0.8% donation). At the bottom, there is a 'Current Specials' section with offers from 'Eastbay' and 'google.com'.

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	Distinctive Donation Descriptions ↓	Store ↓	Donation % ↑	Expiration Date ↓
All Deals/Coupons				
Clearance	<b>Distinctive Donations - 10.8%</b> (Now through December 31st, enjoy a special 10.8% Donation! (normally 10.0%))	<a href="#">ALLDATAdiy.com</a>	10.8%	<b>December 31, 2016</b> 31 days left
Coupon				
Deals of the Day				
<b>Distinctive Donations</b>				
Dollars Off	<b>Distinctive Donations - 6.8%</b> (Now through December 31st, enjoy a special 6.8% Donation! (normally 6.0%))	<a href="#">Sleefts</a>	6.8%	<b>December 31, 2016</b> 31 days left
Free Shipping				
Free Shipping - APO	<b>Distinctive Donations - 6.8%</b> (Now through January 31st, enjoy a special 6.8% Donation! (normally 6.0%))	<a href="#">360training.com</a>	6.8%	<b>January 31, 2017</b> 62 days left
Gift with Purchase				
iGive Exclusives				
In Store Voucher				
New Customer	<b>Distinctive Donations - 6.0%</b> (Now through December 31st, enjoy a special 6.0% Donation (normally 4.0%).)	<a href="#">Design By Humans</a>	6%	<b>December 31, 2016</b> 31 days left
Percent Off				
Product-Coupon				
Rebate				
Sale	<b>Distinctive Donations - 6.0%</b> (Now through January 18th, enjoy a special MORE - THAN - DOUBLE Donation of 6.0%! (normally 2.4%))	<a href="#">Island Surf</a>	6%	<b>January 18, 2017</b> 49 days left

# Text links on site: Distinctive Donations

On Merchant landing page

Sample: [www.iGive.com/worldmarket](http://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. [More »](#)

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

125x125 in random rotation on relevant category pages

**1-800-FLOWERS.COM** 2.4%  
Flowers are just the beginning...1-800-Flowers.com is your source for thoughtful gift products including flowers, gourmet foods, candles, gift baskets and more unique items!

**1-800-GET-LENS** 3.2%  
The most affordable and convenient source for contact lenses. Where the focus is on you!

**Featured Offers**

- 1-800-Flowers.com**: 2.4% Donation at 1-800-FLOWERS.COM
- 10% OFF ANY ORDER USE CODE: SAVE10C!**: 2.4% Donation at SkincareByAlana.com
- ENJOY FREE SHIPPING!**: 4% Donation at Cymox
- Cooking.com**: 2% Donation at Cooking.com
- Wedding jewelry**: 1.6% Donation at QVC
- BUILD A SIGN**: 4% Donation at BuildASign

**Distinctive Donations** More >

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** More >

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. (5.2% Donation)
- gift**: Gift is the #1 trusted digital gift card platform where you can easily buy gift cards from 100s of retailers. (0.8% Donation)

Canada & Europe	<b>Abt Electronics</b>	0.4%	<a href="#">Details</a>	101 available
Canadian Shippers	AbtElectronics.com - The finest brand name products in stock, since 1936. Guaranteed 24-hour shipping.			
Clothing - Designer	<b>Ace Hardware</b>	2%		66 available
Clothing- Men/Boys	Shop over 30,000 products at Acehardware.com including hardware, tools, storage sheds, grills and more! Plus, ship free to your local Ace!			
Clothing- Women/Girls	<b>AcuRite</b>	4.8%		10 available
Collectibles & Novelties	AcuRite is the #1 weather station brand in North America, and a leader in time, temperature, and weather technology.			
Computers	<b>AHALife</b>	3.6%		16 available
Computers	AHALife is a curated marketplace specializing in one-of-a-kind Jewelry, Handbags, Beauty Products, Clothing, Accessories, Home Decor + more.			
Cooking & Cookware	<b>Air Filters Delivered</b>	3.2%		2 available
Department Stores	Air Filters Delivered has the Best Price in the Industry for Air Filters.			
Education	<b>AliExpress</b>	1.2%		10 available
Education	AliExpress is an online marketplace created by Alibaba.com. Buyers from 200+ countries & regions order items in bulk or one at a time.			
Electronics	<b>AllPosters.com</b>	4.8%	<a href="#">Details</a>	1 available
Entertainment				
Flowers				
For Your Business				
Garden & Patio				
Gift Card				
Gifts				
Gourmet & Grocery				
Green & Eco-Friendly				
Health				
Home				
In-Store Pick-Up				
In-Store Redemption				
Jewelry & Fragrance				
Kids & Teens				
Medical Supplies				
Music & Movies				

2% Donation at Collections Etc.

3.2% Donation at Cost Plus World Market

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.
- 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](https://facebook.com/igive)

375+ Instagram followers: [Instagram.com/ishopigive](https://Instagram.com/ishopigive)

5,000+ Twitter followers: [@iGivedoyou](https://@iGivedoyou)

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

email: [guest@igive.com](mailto:guest@igive.com)

password: guestpass

# How To Book:

- *To Book a placement send the following details to:*  
[merchantnewsletters@iGive.com](mailto: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.*