



iGive 2017 Q1 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: 1/8, 1/15, 1/22, 1/29, 2/12, 2/19, 2/26, 3/12, 3/19, 3/26
- **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)

Lead Sponsor:
1 placement
120x60 static image (no copy)
Price: \$700

Newsletter

PETSMART <MemberName>, this week's newsletter is brought to you by PetSmart where 2.0% Donation of your purchase* benefits <CauseName>.

TIP OF THE WEEK
Prep for your Halloween party and earn Bonus Donations when you Tell A Friend.

LIKE US! FOLLOW US!

Double Donations
HALLOWEEN SALE APOLO Apollo Box: 3.2% Donation* 15% off Halloween gifts + Free Shipping at Apollo Box! Use Code HALLOWEEN (valid through 10/31). Special More-Than-Double Donations of 3.2% end 11/29 (normally 1.2%).
Bigger Donations (click for more)
JEWELIA Jewelia Jewelry: 6.8% Donation Free shipping statewide at Jewelia for rings, necklaces, and bracelets - shop now! Special 6.8% Donations end 10/31 (normally 6.0%).
GEMPLER'S Gempler's: 2.8% Donation Save 15% Off Orders \$250+ With Code 25PJ250 until 10/31. Special 2.8% Donations end 10/29 (normally 2.0%).
Sales & Coupons
CAMPUS MARKET Our Campus Market (4.0% Donation) Enjoy Free Shipping on Value Packs at OCM.com! Limited time offer. Shop bedding, decor & more!
YourMechanic YourMechanic (3.6% Donation) Save up to 30% on convenient car maintenance at your home or office from YourMechanic.
shoplet Shoplet (2.8% Donation*) Everything for your business: Save 10% on Orders of \$100+ at Shoplet.com.
uncommongoods UncommonGoods (6.0% Donation*) UncommonGoods celebrates artists and delights in bringing you their creative designs. Shop home decor & gifts for those with discerning taste!
THE DESIGN EVENT LUMENS Lumens (4.0% Donation) Save up to 40% on lighting, furniture, accessories and more from 40+ design brands!

EDITOR'S PICKS
Shop at these or 1,700+ stores at iGive.com and do more good.
Eddie Bauer Eddie Bauer 2.0% Donation*
Office Depot and OfficeMax FREE DELIVERY on your qualifying \$35 order +
Office Depot and OfficeMax Office Depot and OfficeMax 0.8% Donation*
TALBOTS Talbots 1.6% Donation
Hotels.com DESTINATION INSPIRATION Hotels.com 2.4% Donation*

Editor's Pick placements
NOT FOR SALE
Reserved for VIP merchants

Reserved for Commission Increase Campaigns
See Promotional Opportunities for Details

Stats Summary
Your email address: <MemberEmail>
You are currently supporting: <CauseName>
To date, you've raised \$<MemberTotal> for your chosen cause(s). Please allow up to 30 days (after the shipment/travel date) for your purchase and resulting donation to be credited to your cause automatically.
Your current cause has raised: \$<CauseTotal>
Total raised for all causes at iGive.com: \$8,934,972.34
Please do not reply to this email address.
Related links: [Shopping Report](#), [Store Value](#), [Missing Transactions](#), [Cause Site Statement](#), [How iGive.com Works](#)

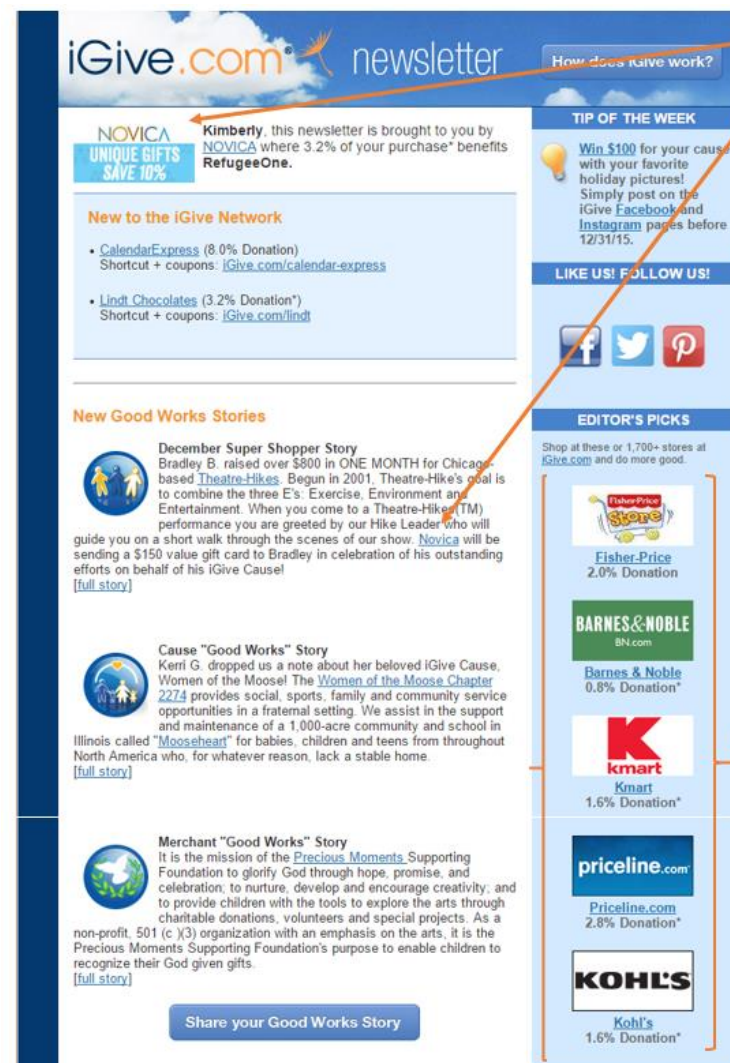
EMAIL SUBSCRIPTIONS

- *Option 2 – Category Themed layout*
- *Current 2017 Drop Dates & themes available:*
1/19 (Health/Medical), 2/2 (Valentine's Day),
2/23 (Clothing/Department Stores), 3/9
(Gardening Outdoors), 3/23 (Pets) -
- 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.

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

Monthly Layout

- **Option 3 – Monthly Layout Newsletter -**
Current 2017 Drop Dates: 1/1, 2/5, 3/5
- **Lead Sponsor placement Reserved for In Kind Sponsorship - Super Shopper Sponsor**
- **Sales & Coupons placement** - held in reserve for merchants participating in Commission Increase Campaigns. (Placement not guaranteed, but provided where available)



Super Shopper Sponsor – 120x60 static Banner
Mention in story (also on blog)
1 per layout
Available in exchange for prize

Editor's Pick placements – 120x60 static image (no copy included)
Reserved for merchants participating in a Commission Increase Campaign

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

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 logos for 10% OFF ANY ORDER, 1800flowers.com, cymax, Cooking.com, Wedding Jewelry, and BUILD A SIGN. A 'Distinctive Donations' section is circled in red, featuring a list of stores with increased donation percentages: Skincare By Alana (5.2%), JetSetter (1.6%), Quicken (5.6%), and Estee Lauder (2.4%). Below this is a 'Newest iGive Stores' section featuring TIE BAR and gyft. At the bottom is a 'Current Specials' section with links to Eastbay and google.com for free shipping.

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%

ALLDATAdiy.com

10.8%

December
31, 2016

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

31 days left

Distinctive Donations - 6.8%

Sleefs

6.8%

December
31, 2016

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

31 days left

Distinctive Donations - 6.8%

360training.com

6.8%

January 31,
2017

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

62 days left

Distinctive Donations - 6.0%

Design By Humans

6%

December
31, 2016

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

31 days left

Distinctive Donations - 6.0%

Island Surf

6%

January 18,
2017

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

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. [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
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)

125x125 in random rotation on relevant category pages

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 a row of banners for **1-800-FLOWERS.COM** (2.4% donation), **cymax** (4% donation), **Cooking.com** (2% donation), **Wedding Jewelry** (1.4% donation), and **BUILD A SIGN** (4% donation). The **1-800-FLOWERS.COM** banner is circled in blue. Below the featured offers is a 'Distinctive Donations' section with a list of stores and their donation percentages: **Skincare By Alana** (5.2%), **JetSetter** (1.6%), **Quicken** (5.6%), and **Estee Lauder** (2.4%). At the bottom is a 'Newest iGive Stores' section featuring **TIE BAR** (5.2% donation) and **gift** (0.8% donation).

The screenshot shows a category page on iGive.com with a list of stores and their donation percentages. The stores listed are **Abt Electronics** (0.4%), **Ace Hardware** (2%), **AcuRite** (4.8%), **Ahalife** (3.6%), **Air Filters Delivered** (3.2%), **AliExpress** (1.2%), and **AllPosters.com** (4.8%). The **Air Filters Delivered** banner is circled in green. To the right of the list, there are three circular banners: **Collections Etc.** (2% donation), **WORLD MARKET** (3.2% donation), and **QVC** (1.6% donation). The **WORLD MARKET** banner is circled in blue.

In-Kind Sponsorship

- Top Newsletter placement in [Monthly Layout](#)
- 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+ 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.



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](#).



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](https://twitter.com/iGivedoyou)

\$100+ Instagram followers: [Instagram/ishopigive](https://instagram/ishopigive)

How To Book:

- *To Book a Newsletter placement send the following details to: merchantnewsletters@iGive.com*
- *Requested placement type: [Newsletter](#), [Commission Increase Campaign](#), [In-Kind Sponsorship](#)*
- PLEASE BOOK ONE PLACEMENT REQUEST PER EMAIL (multiple store/placement requests on the same email will cause 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.*