

iGive 2017 Q-2 Ad Book

Promotional Opportunities for merchants

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

Newsletters - your best choice for being seen!

Details & Stats:

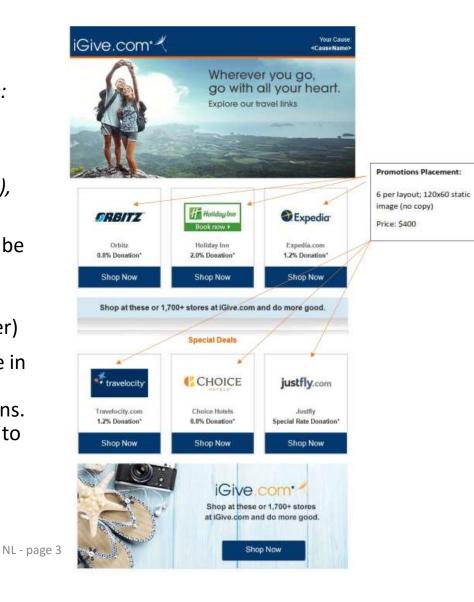
- Distribution: 340,000 opt-in members
- **Open Rate: varies between 8-13%** (regardless of layout type). Most variation is due to seasonality.
- CTR for specific newsletter placement types or slots within a layout are NOT yet available (we are collecting data, but sample size is limiting).
- 3 layout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

- Option 1 Weekly Layout Newsletter Current 2017 <u>Drop Dates:</u> 2/12, 2/26, 3/12, 3/26, 4/9, 4/16, 4/23, 4/30, 5/14, 5/30, 6/11, 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 <u>Commission</u> <u>Increase Campaigns</u>. (Placement not guaranteed, but provided where available)

NL Page 2

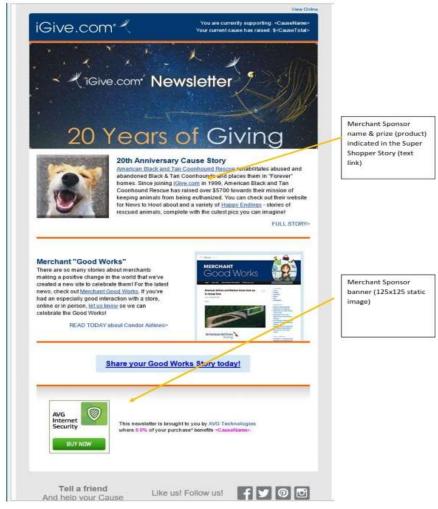


- Option 2 Category Themed layout
- Current 2017 <u>Drop Dates & themes</u> available: 2/16 (Clothing/Department Stores), 3/9 (Gardening Outdoors), 3/23 (Pets), 4/6 (Easter/Spring), 5/4 (Mother's Day), 5/25 (Memorial Day/Summer), 6/8 (Father's Day), 6/22 (Pets), 6/29 (Travel)
- Offers & creative **MUST** 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.



- Option 3 Monthly Layout Newsletter -Current 2017 <u>Drop Dates:</u> 3/5, 4/2, 5/7, 6/4
- Lead Sponsor placement Reserved for <u>In Kind</u> <u>Sponsorship - Super Shopper Sponsor</u> – 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

Monthly Layout



NL - page 4

In-Kind Sponsorship

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

October Super Shopper September 27, 2016 iGive, Prize Winners, Super Shopper Stories Image: September 27, 2016 iGive, Prize Winners, Super Shopper Stories image: September 27, 2016 igive, Prize Winners, Super Shopper Stories igive, Prize Winners, Super Shopper Stories

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.



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

| Staples - Free Shipping Enjoy Free Shipping on all order | and the second | | FEATURI | ED IGIVE STORE |
|---|--|--------------------|---------------|--------------------------------------|
| [-] Deal/Coupon Categories | Distinctive Donation Descriptions | Store 🛨 | Donation % | Expiration Date ★ |
| All Deals/Coupons Clearance Coupon | Distinctive Donations - 10.8% (Now through December 31st, enjoy a special 10.8% Donation! (normally 10.0%)) | ALLDATAdiy.com | 10.8% | December 31, 2016 31 days left |
| Deals of the Day Distinctive Donations Dollars Off Free Shipping | Distinctive Donations - 6.8% (Now through December 31st, enjoy a special 6.8% Donation! (normally 6.0%)) | <u>Sleefs</u> | 6.8% | December 31, 2016 31 days left |
| Free Shipping - APO Gift with Purchase iGive Exclusives In Store Voucher | 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 |
| New Customer Percent Off Product-Coupon Rebate Sale | 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%)) | <u>Island Surf</u> | 6% | January 18, 2017 49 days left |

CIC - page 2

Text links on site: Distinctive Donations

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

| 1 | | any store below to snop and neip kenugee⊖ne. e allow 3-5 days after your purchase (or travel is completed) for your | purchase to be rep | ported. | | - | 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 L | <u> </u> | Category: | Show All | ¥ | 🖬 Like 51K |
| | | | | | | | |
| | WORLD MARKET. | Cost Plus World Market 🖷 | Click Here | e To Visit Co | ost Plus Wo | orld 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 Co | ode* | Expiration Date | |
| | Glorious Gray Collection. | | | <u>coupon co</u> | out | Expiration: 31-Dec-16 | |
| | Shop our Farmhouse Colle | ction. | | | | Expiration: 31-Dec-16 | |
| | Free Shipping on \$150+ or | der. | | Use Coupo | n Code: SHIPFF | REE Expiration: 31-Dec-16 | |
| | 10% off any order. (online o | nly) | | Use Coupo | T Code: SAVEB | IG10 Expiration: 31-Dec-16 | |
| \triangleleft | Distinctive Donations - 3.29 | 6 (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 a | nd 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 of | off Everything Else. | | Use Coupo | n Code: FURNIS | SH Expiration: 23-Nov-17 | |
| | Page: 1 2 3 4 | | | | | | |

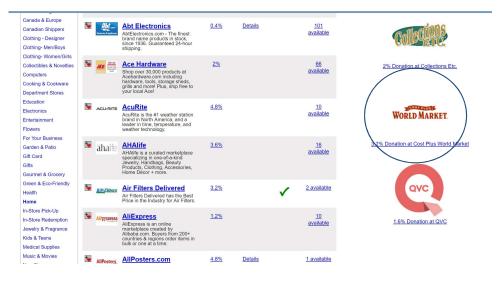
CIC - page 3

Banners added to site

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



125x125 in random rotation on relevant category pages



CIC - page 4

Stats & Booking Details

To view our <u>members' only site</u>, 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: <u>facebook.com/igive</u> 5,000+ Twitter followers: <u>@iGivedoyou</u> \$100+ Instagram followers: Instagram/ishopigive

How To Book:

- To Book a placement send the following details
 - to: merchantnewsletters@iGive.com
 - Requested placement type: <u>Newsletter</u>, <u>Commission Increase Campaign</u>, <u>In-Kind</u> <u>Sponsorship</u>
 - 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