



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, 2/26, 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 [Commission Increase Campaigns](#). (Placement not guaranteed, but provided where available)

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

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

Reserved for Commission Increase Campaigns
See Promotional Opportunities for Details

EMAIL SUBSCRIPTIONS

- Option 2 – Category Themed layout
- Current 2017 Drop Dates & themes 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.

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

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

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 banners for '10% OFF ANY ORDER', '1-800-FLOWERS.COM', 'cymax', 'Cooking.com', 'Wedding Jewelry', and 'BUILD A SIGN'. A 'Distinctive Donations' section is highlighted with a red circle, listing special offers from Skincare By Alana, JetSetter, Coliclen, and Estee Lauder. Below this is a 'Newest iGive Stores' section featuring 'TIE BAR' and 'gift'. At the bottom, there is a 'Current Specials' section.

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	
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%))	Sleefs	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

- 10% OFF ANY ORDER**
USE CODE: **SAVES10C**
*one per household limit one only
5.2% Donation at [SavvyStyle.com](#)
- 1-800-FLOWERS.COM**
2.4% Donation at [1-800-FLOWERS.COM](#)
- ENJOY FREE SHIPPING**
cymax
4% Donation at [Cymax](#)
- Cooking.com**
2% Donation at [Cooking.com](#)
- Wedding jewelry**
SHOP NOW
1.4% Donation at [QVC](#)
- BUILD-A-SIGN**
The online source for signs.
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)

125x125 in random rotation on relevant category pages

Category	Store	Donation %	Details	Available
Canada & Europe	Abt Electronics	0.4%	Details	101 available
Canadian Shippers	Abt Electronics	0.4%	Details	101 available
Clothing - Designer	Abt Electronics	0.4%	Details	101 available
Clothing - Men/Boys	Abt Electronics	0.4%	Details	101 available
Clothing - Women/Girls	Abt Electronics	0.4%	Details	101 available
Collectibles & Novelties	Abt Electronics	0.4%	Details	101 available
Computers	Abt Electronics	0.4%	Details	101 available
Cooking & Cookware	Abt Electronics	0.4%	Details	101 available
Department Stores	Abt Electronics	0.4%	Details	101 available
Education	Abt Electronics	0.4%	Details	101 available
Electronics	Abt Electronics	0.4%	Details	101 available
Entertainment	Abt Electronics	0.4%	Details	101 available
Flowers	Abt Electronics	0.4%	Details	101 available
For Your Business	Abt Electronics	0.4%	Details	101 available
Garden & Patio	Abt Electronics	0.4%	Details	101 available
Gift Card	Abt Electronics	0.4%	Details	101 available
Gifts	Abt Electronics	0.4%	Details	101 available
Gourmet & Grocery	Abt Electronics	0.4%	Details	101 available
Green & Eco-Friendly	Abt Electronics	0.4%	Details	101 available
Health	Abt Electronics	0.4%	Details	101 available
Home	Abt Electronics	0.4%	Details	101 available
In-Store Pick-Up	Abt Electronics	0.4%	Details	101 available
In-Store Redemption	Abt Electronics	0.4%	Details	101 available
Jewelry & Fragrance	Abt Electronics	0.4%	Details	101 available
Kids & Teens	Abt Electronics	0.4%	Details	101 available
Medical Supplies	Abt Electronics	0.4%	Details	101 available
Music & Movies	Abt Electronics	0.4%	Details	101 available
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Abt Electronics
AbtElectronics.com - The finest brand name products in stock, since 1936. Guaranteed 24-hour shipping.

Ace Hardware
Shop over 30,000 products at Acehardware.com including hardware, tools, storage sheds, grills and more! Plus, ship free to your local Ace!

AcuRite
AcuRite is the #1 weather station brand in North America, and a leader in time, temperature, and weather technology.

AHAlife
AHAlife is a curated marketplace specializing in one-of-a-kind Jewelry, Handbags, Beauty Products, Clothing, Accessories, Home Decor + more.

Air Filters Delivered
Air Filters Delivered has the Best Price in the Industry for Air Filters.

AliExpress
AliExpress is an online marketplace created by Alibaba.com. Buyers from 200+ countries & regions order items in bulk or one at a time.

AllPosters.com
AllPosters.com

2% Donation at Collections Etc.

3.2% Donation at Cost Plus World Market

1.6% Donation at QVC

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 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