



iGive 2017 Q3/4 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).*
- **3 layout options available:** Weekly, Monthly, Category Themed

- **Option 1 - Weekly Layout Newsletter** - Current 2017 Drop Dates: 7/16, 7/23, 7/30, 8/13, 8/20, 9/10, 9/17, 9/24, 10/8, 10/15, 10/22, 10/29, 11/12, 11/19, 12/10, 12/17, 12/24, 12/31
- **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 (3 slots per newsletter)
- **Coupons & Sales placement** – held in reserve for merchants participating in [Commission Increase Campaigns](#). (Placement not guaranteed, but provided where available)

The screenshot shows the layout of the iGive.com Newsletter. At the top is a header with the iGive.com logo and the word "Newsletter". Below the header is a large image of a bookshelf. To the right of the bookshelf is a callout box: "Lead Sponsor – 120x60 static image; top store listing - \$700". Below the bookshelf is a section for "Double Donations" featuring a "Kerastase 6.0% Donation" offer. Below that is a "Top Offers" section with three cards for "AEO", "Company 2", and "THE POPCORN FACTORY", each with a "6.0% Donation" and a "SHOP NOW" button. To the right of this section is a callout box: "Top Offers – 120x60 static image; 3 per nl - \$400 per placement". Below the "Top Offers" section is a "New Stores" section featuring "Designer Living" and "Udemy". Below that is a "Coupons & Sales" section with three cards for "Dylan's Candy Bar", "Tractor Supply Co", and "STEINER", each with a "6.0% Donation" and a "SHOP NOW" button. 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:
7/13 (Pets), 8/3 (BTS), 8/24 (BTS), 9/21(Pets),
10/5 (Think Pink/BCA), 10/19 (Halloween),
11/9 (Veteran's Day), 11/24 (Black Friday),
11/28 (Giving Tuesday), 12/14 (Holiday/Gift Guide)
- 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.

The screenshot displays a newsletter layout for iGive.com. At the top is a header banner with the iGive.com logo and the text "Wherever you go, go with all your heart. Explore our travel links". Below this is a grid of six promotional slots, each featuring a travel-related offer with a "Shop Now" button. The offers are:

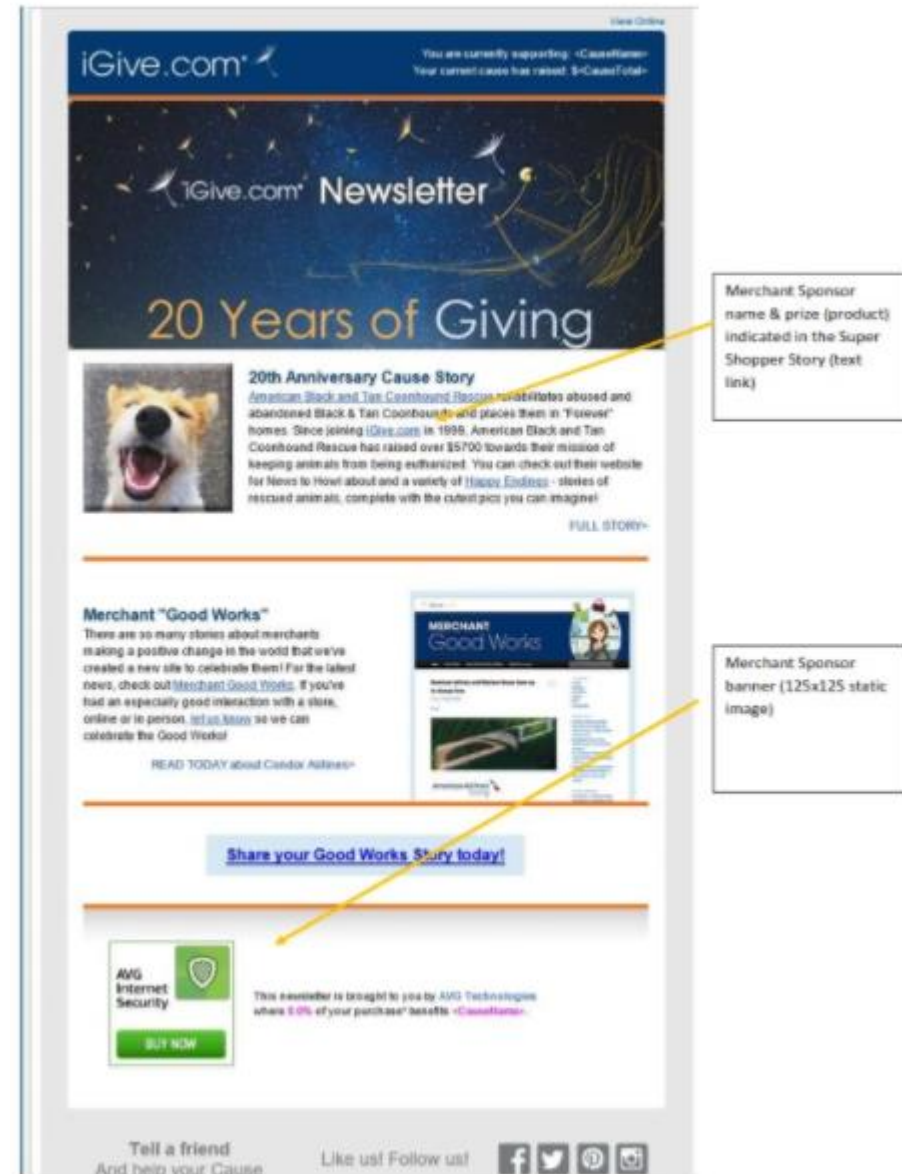
- Orbitz: 0.8% Donation*
- Holiday Inn: 2.0% Donation* (with a "Book now" link)
- Expedia.com: 1.2% Donation*
- Travelocity.com: 1.2% Donation*
- Choice Hotels: 0.8% Donation*
- Justfly: Special Rate Donation*

Below the grid is a banner that reads "Shop at these or 1,700+ stores at iGive.com and do more good." and another "Shop Now" button. A callout box on the right side of the grid provides details about the promotion placement:

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

Monthly Layout

- **Option 3 – [Monthly Layout Newsletter](#)** -
Current 2017 Drop Dates: 7/2, 8/6, 9/3,
10/1, 11/5, 12/3
- **Lead Sponsor placement Reserved for [In Kind Sponsorship - Super Shopper Sponsor](#) – 125X125 static banner in lower right corner** (1 placement per newsletter) and **store name** hyperlinked in first Story.



Commission Increase Campaigns

- No Flat Fee – increase commission by a minimum of 1% to participate
- Higher placement within categories on-site
- 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, including 1-800-FLOWERS.COM (2.4% donation) and 1-800-GET-LENS (3.2% donation). Below these are featured offers from various retailers like 10% OFF ANY ORDER, 1800flowers.com, cymax, Cooking.com, Wedding Jewelry, and BUILD A SIGN. A section titled 'Distinctive Donations' is circled, highlighting increased donation percentages for Skincare By Alana, JetSetter, Quicken, and Estee Lauder. Other sections include 'Newest iGive Stores' featuring TIE BAR and gyft, and 'Current Specials' for eBay and Google.

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
31 days left

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

Distinctive Donations - 6.8%

Sleefs

6.8%

December
31, 2016
31 days left

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

Distinctive Donations - 6.8%

360training.com

6.8%

January 31,
2017
62 days left

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

Distinctive Donations - 6.0%

Design By Humans

6%

December
31, 2016
31 days left

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

Distinctive Donations - 6.0%

Island Surf

6%

January 18,
2017
49 days left

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


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 six banners: **10% OFF ANY ORDER** (5.2% donation), **1-800-FLOWERS.COM** (2.4% donation), **ENJOY FREE SHIPPING** (4% donation), **Cooking.com** (2% donation), **Wedding Jewelry** (1.6% 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 three items: **Skincare By Alana** (5.2% donation), **JetSetter** (1.6% donation), and **Quicken** (5.6% donation). 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 products and their donation percentages. The products are: **Abt Electronics** (0.4% donation), **Ace Hardware** (2% donation), **AcuRite** (4.8% donation), **AHALife** (3.6% donation), **Air Filters Delivered** (3.2% donation), **AliExpress** (1.2% donation), and **AllPosters.com** (4.8% donation). To the right of the product list, there are three circular callouts: **Collections Etc.** (2% donation), **WORLD MARKET** (3.2% donation), and **QVC** (1.6% donation). The **QVC** callout is circled in red.

In-Kind Sponsorship

- Banner & Text link placement 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.



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](#).



Social Media Promo Package

- **\$500** flat fee for 2 week period of promotion
- 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.



Stats & Booking Details

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

email: guest@igive.com

password: [guestpass](#)

Vital Stats:

480,000+ 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:

52,000+ Facebook fans: facebook.com/igive

300+ Instagram followers: Instagram/ishopigive

5,000+ Twitter followers: @iGivedoyou

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](#), [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.*