iGive 2020 Q2 Ad Book

Promotional Opportunities for merchants

- Placement options
  - Newsletters
  - Commission Increase Campaigns
- 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

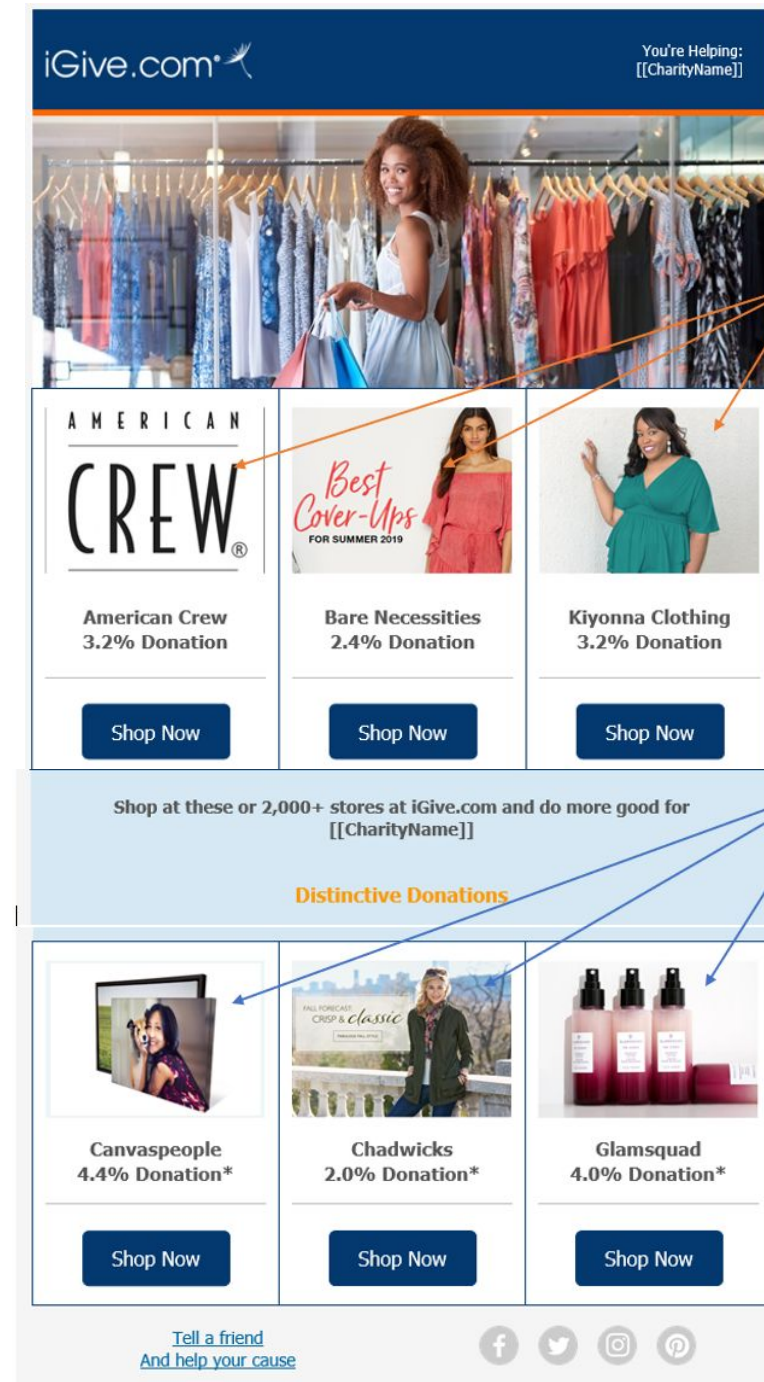# Newsletters- your best choice for being seen!

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).*

- **2 layout options available**: Weekly Layout, Category Themed Layout

Option 1 - Weekly Layout Newsletter - Current 2020 Drop Dates: 4/5, 4/14, 4/19, 4/26, 5/10, 5/17, 5/26, 6/7, 6/14, 6/21, 6/28

- **Promotions placement** – Banner must be high-res and a minimum of 600 x 600 lifestyle image (3 slots per newsletter) - **$400**

- **Distinctive Donations placements** – *held in reserve for merchants participating in* Commission Increase Campaigns. (Placement not available for reservation)

Option 2 – *Category Themed layout*

- *Current 2020 Drop Dates & themes available:* **4/2** (Easter/Think Spring), **4/9** (Pets), **5/3** (Mother's Day), **6/11** (Father's Day)

- Offers & creative **MUST** match the theme to be included in this layout type

- Banner must be high-res and a minimum of 600 x600; Up to 75 characters of copy can be included

- **Pricing** - **$400** per slot (4 slots per newsletter)
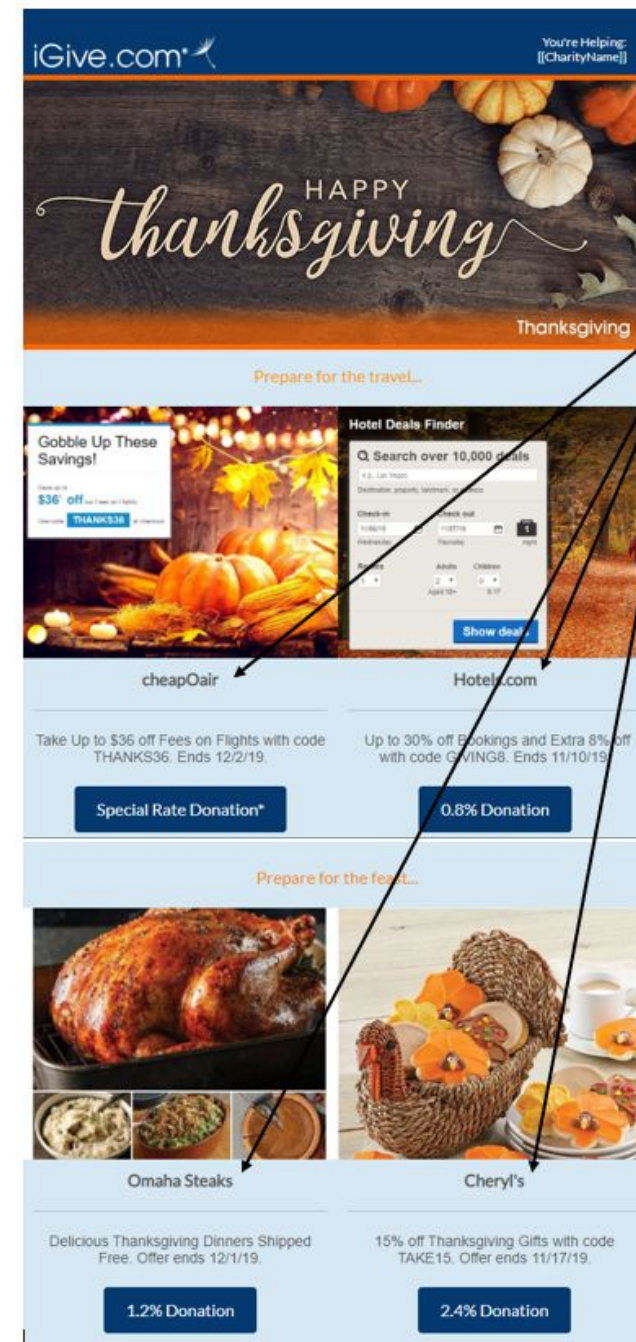
Promotional Placement

4 per newsletter

Price: $400

Requires high-res image (minimum 600 pixels wide)

75 characters of copy

Commission Increase Campaigns

- No Flat Fee required

- Increase commission by a minimum of 1% for a minimum of 30 days to participate

- 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

On Deals & Coupons page throughout campaign

Text links on site: Distinctive Donations

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

Banners added to site

120x60 *in random rotation* on iGive.com home page (Distinctive donations section)
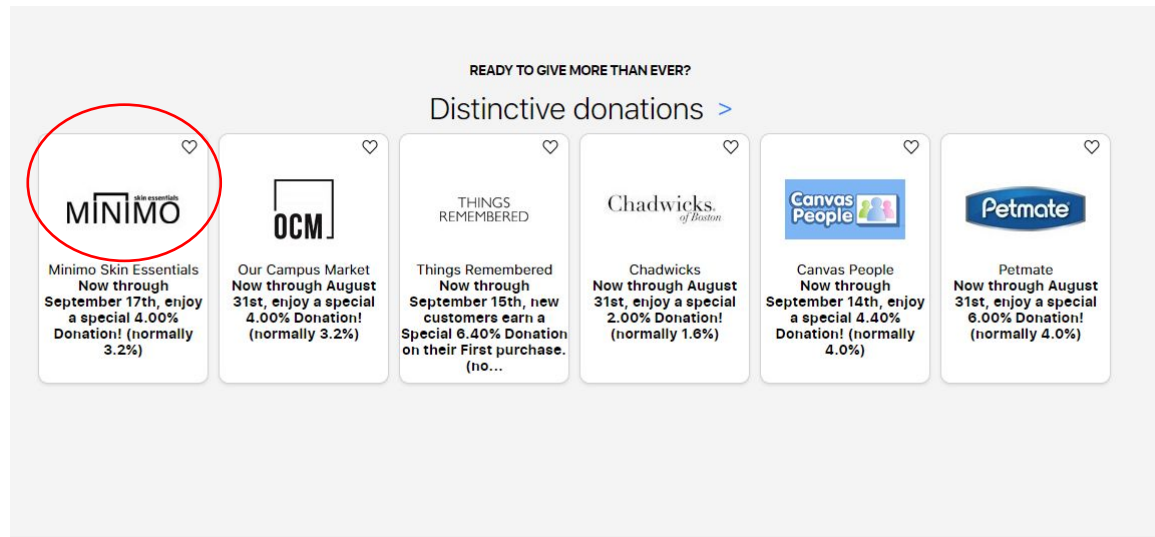
125x125 *in random rotation* on relevant category pages
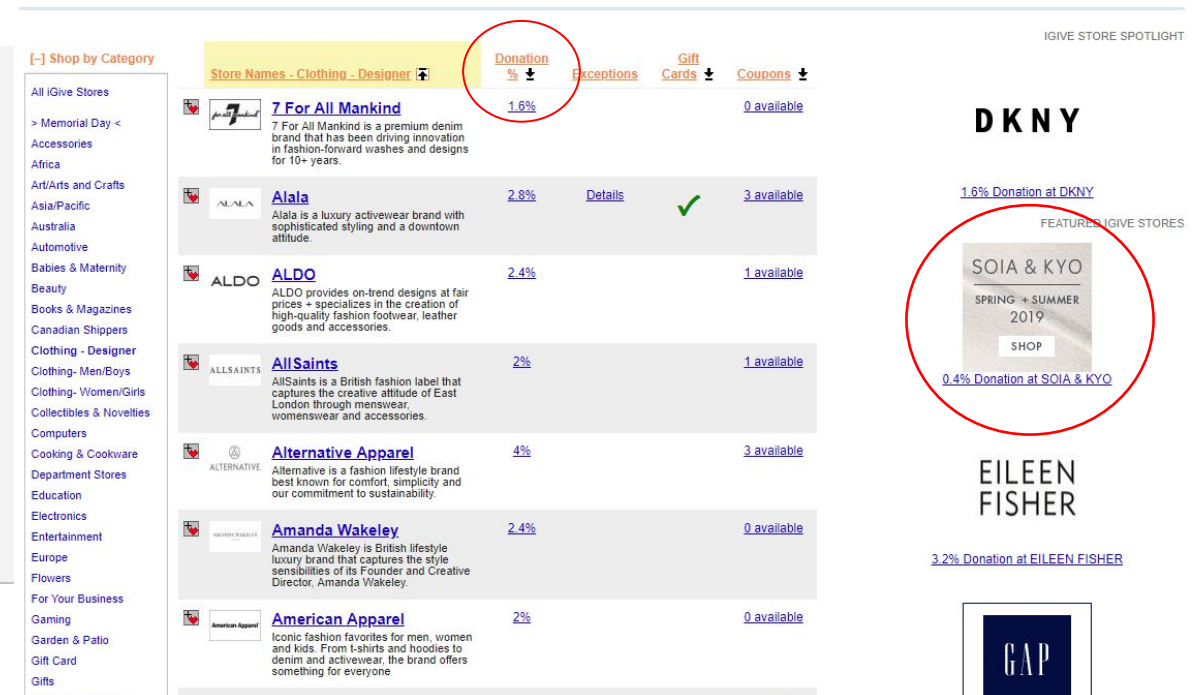
Stats & Booking Details

Vital Stats:

480,000+ registered members

50,000+ member-listed causes/charities

2,200+ participating merchants

340,000 opt-in email newsletter subscribers

2,500,000+ monthly page views

125,000+ unique monthly visitors

Social:

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

    Facebook Followers: 51,000+

370+ Instagram followers:

Instagram.com/ishopigive

4,800+ Twitter followers: @iGivedoyou

    8,400+ Likes on Twitter

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How To Book:

To Book a placement send the following details to:
merchantnewsletters@iGive.com

- *Requested placement type: [Newsletter](#) or [Commission Increase Campaign](#)*
- *Promotion date(s)*

PLEASE BOOK ONE PLACEMENT REQUEST AT A TIME
(multiple store/placement requests on the same Support Ticket 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.*