



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!

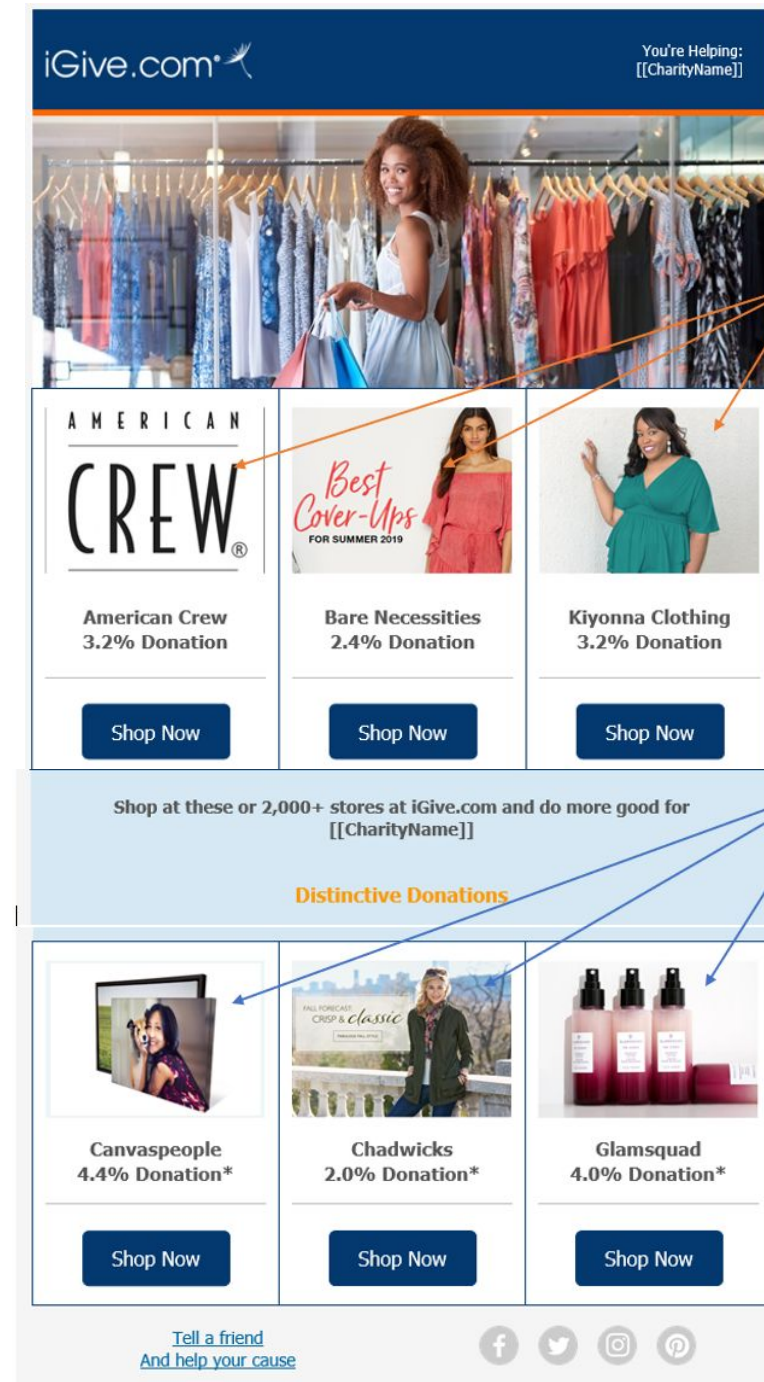
Details & Stats:

- 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)*



Promotions Placement

3 per newsletter

Price: \$400

Requires: high-res image; minimum of 600 Pixels wide

Distinctive Donations Placement

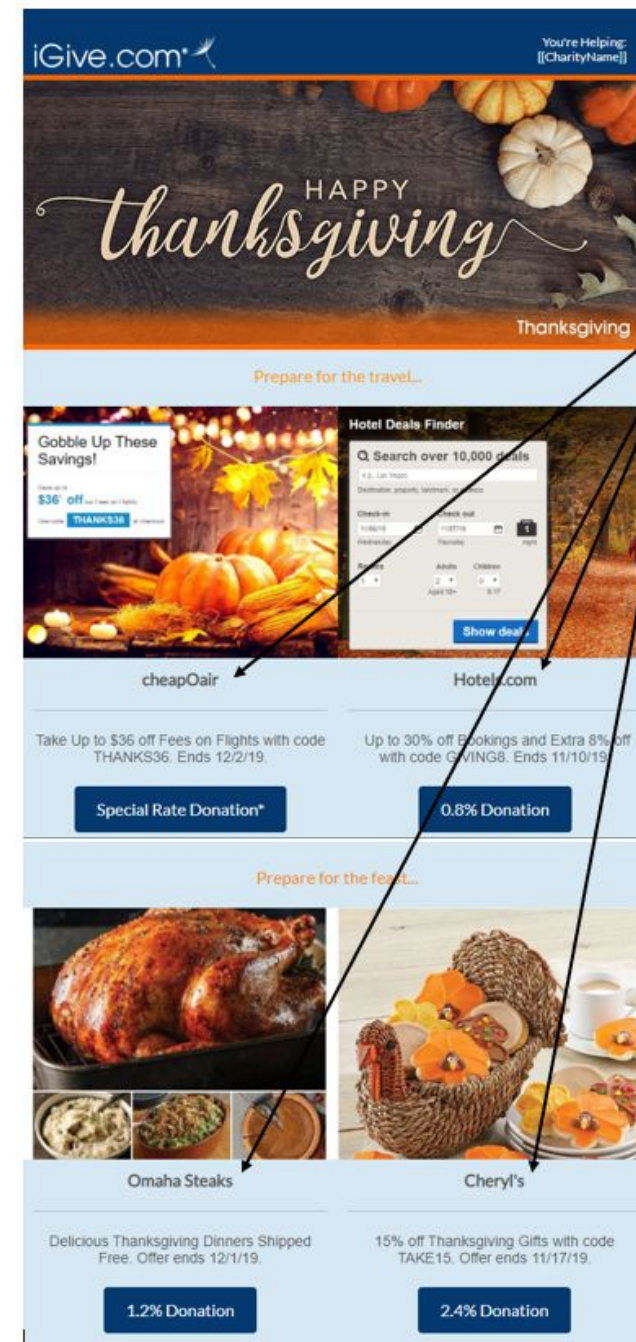
3 per newsletter

NOT AVAILABLE FOR RESERVATION

Reserved for merchants participating in Commission Increase Campaigns

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


THIS WEEK


Cyber Week Deals special deals >


Sears
1.2%


Kmart
0.8%



lululemon
1.2%



Williams-Sonoma
1.6%



Snapfish
6%


READY TO GIVE MORE THAN EVER?


Distinctive donations >



Brightech
Now through January 27th, enjoy a special 4.00% Donation! (normally 3.2%)


Hotter Shoes
Now through December 31st, enjoy a special DOUBLE DONATION of 4.00% for Existing Customers!! and 4.80...


Staples Copy and Print
Now through December 20th, enjoy a special 6.00% Donation! (normally 5.2%)


Mystery Tackle Box
Now through December 31st, enjoy a special 2.80% Donation for a New customer subscription sign-up! (no...


Xtrema
Now through February 3rd, enjoy a special 4.40% Donation! (normally 4.0%)


AutoShack.com Dynamic
Now through December 31st, enjoy a special 1.60% Donation! (normally 1.2%)

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

Save

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:

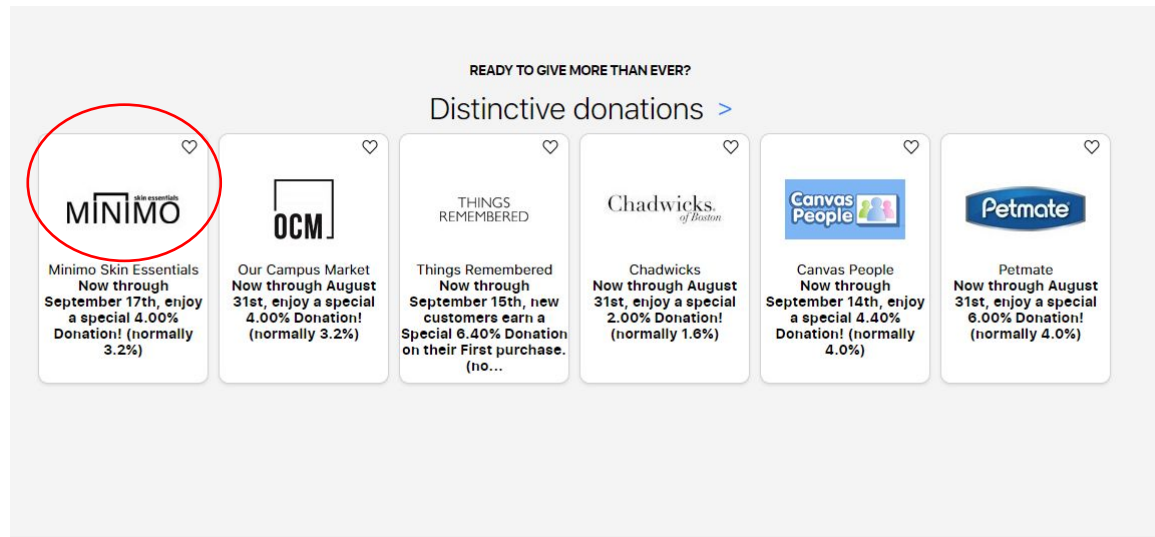
- No Donation on the purchase of Gift Cards.
- Use of a coupon code NOT provided by iGive will invalidate Donation.

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

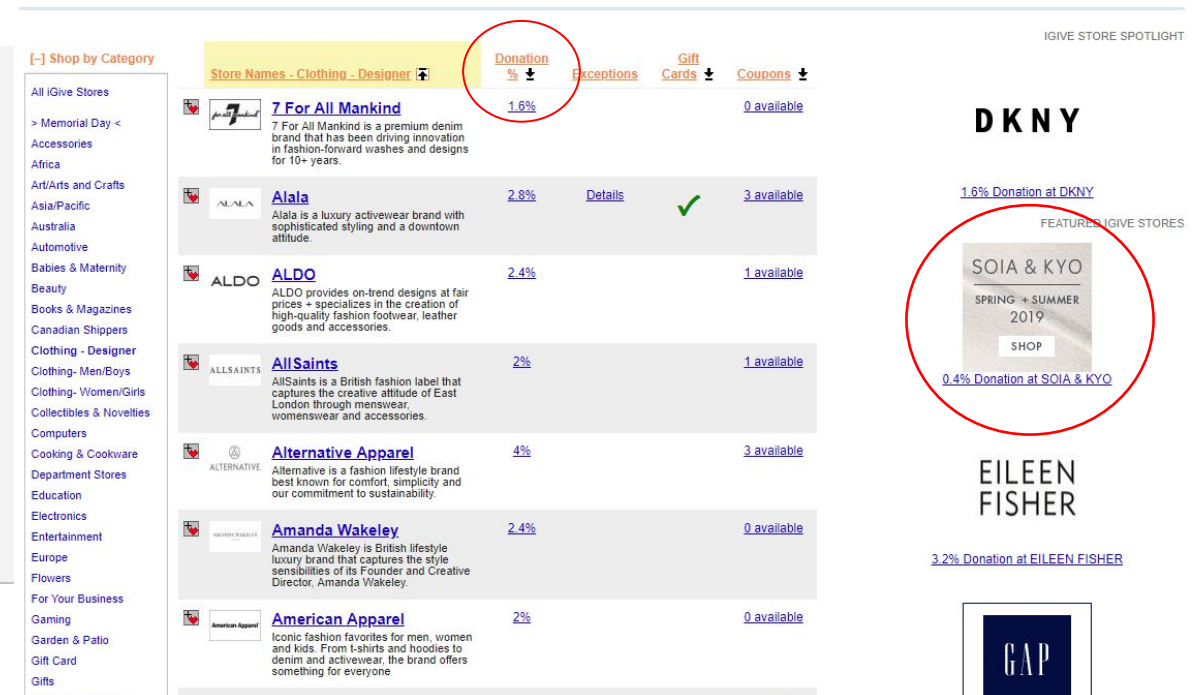
Page: [1](#) [2](#) [3](#) [4](#)

Banners added to site

120x60 in random rotation on iGive.com home page
(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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password: guestpass

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.*