



iGive.com®

iGive 2020 Q3 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: **350,000 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: 7/19, 7/26, 8/2, 8/9, 8/16, 8/23, 8/30, 9/8, 9/13, 9/20, 9/27

- **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)

The screenshot displays a newsletter layout for iGive.com. At the top, the iGive.com logo is on the left, and the text "You're Helping: [[CharityName]]" is on the right. Below this is a large banner image of a woman in a white dress in a clothing store. The main content area is a grid of promotion cards. The first row has three cards: "AMERICAN CREW" (3.2% Donation), "Best Cover-Ups FOR SUMMER 2019" (Bare Necessities, 2.4% Donation), and "Kiyonna Clothing" (3.2% Donation). The second row has three cards: "Canvaspeople" (4.4% Donation*), "Chadwicks" (2.0% Donation*), and "Glamsquad" (4.0% Donation*). Each card includes a "Shop Now" button. A central section titled "Distinctive Donations" contains the text "Shop at these or 2,000+ stores at iGive.com and do more good for [[CharityName]]". At the bottom, there is a "Tell a friend And help your cause" link and social media icons for Facebook, Twitter, Instagram, and Pinterest.

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: **7/23** (Back To School), **8/13** (Back To School v. 2), **8/27** (Pets), **9/3** (Labor Day)
- Offers & creative **MUST** match the theme to be included in this layout type
- Banner must be high-res and a minimum of 600 x 600; Up to 75 characters of copy can be included
- **Pricing - \$400** per slot (4 slots per newsletter)

iGive.com* You're Helping: [[CharityName]]

HAPPY Thanksgiving
Thanksgiving

Prepare for the travel...

Gobble Up These Savings!
\$36 off
THANKS36

cheapOair

Hotel Deals Finder
Search over 10,000 deals
Show deal

Hotels.com

Take Up to \$36 off Fees on Flights with code THANKS36. Ends 12/2/19
Special Rate Donation*
0.8% Donation

Up to 30% off Bookings and Extra 8% off with code GIVING8. Ends 11/10/19

Prepare for the feast...

Omaha Steaks
1.2% Donation

Cheryl's
2.4% Donation

Delicious Thanksgiving Dinners Shipped Free. Offer ends 12/1/19.

15% off Thanksgiving Gifts with code TAKE15. Offer ends 11/17/19.

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%
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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%)
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Brand listing Deals & Coupons page throughout campaign

Home Search Stores/Web My Stores Stats Cause Tell A Friend Settings All Stores Logout

Distinctive Donations

 Covers & All Now through September 16th, enjoy a special 2.80% Donation! (normally 2.4%)	 ESET Now through August 31st, enjoy a special 8.40% Donation! (normally 8.0%)	 Newegg US Now through August 10th, enjoy a special DOUBLE Donation of 0.80% (Normally 0.4%)
 Pure Hemp Botanicals Now through July 30th, enjoy a special 6.80% Donation! (normally 6.0%)	 Yumi US From now on, enjoy a special 11.20% Donation on New Customers' First purchase. (Normally \$9.20 Donation)	 KORRES Now through August 17th, enjoy a special 3.20% Donation! (normally 2.0%)

Text links on site: Distinctive Donations

On Merchant Coupons Page

Sample: www.igive.com/keurig

Merchant Details ✕

KEURIG 0.4% Donation Rate

[Visit Keurig Now!](#)

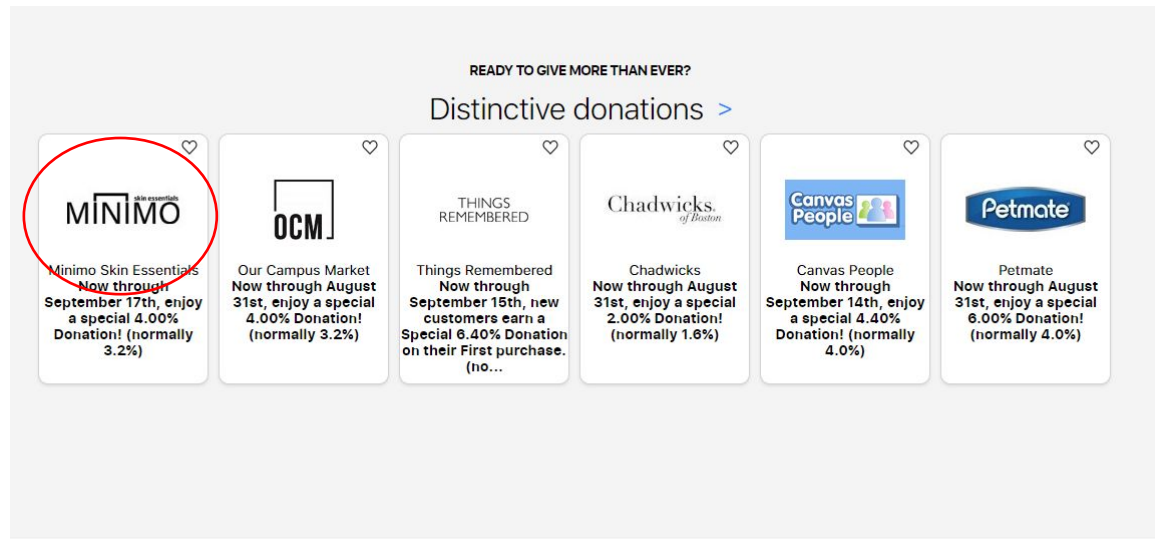
Exception Information:

One-time \$4.00 Donation for New Auto-Delivery sign-up.
2% Donation Rate for Accessories.
3.2% Donation for Brewers.
Sample pack purchases are not eligible for donations.
No Donation on Green Mountain Roasters Reserve coffees, illy K-Cup pods or Club Keurig Rewards Catalog purchases.
No Donation on the purchase of Gift Cards.
No Donation on Auto-Delivery purchases.
No Donation on purchases for resale.

Discount Links	Coupon Code	Expiration Date
15% Off Dunkin with code SHOPDUNKIN at Keurig. Valid 7/13-7/16!	SHOPDUNKIN	7/16/20
\$12 Off 4 Boxes with code JULY4BOXSAVE at Keurig. Valid 7/13-7/19!	JULY4BOXSAVE	7/19/20
20% Off All Accessories with code COLLEGEACC at Keurig. Valid 7/13-7/27!	COLLEGEACC	7/27/20
2 Free Boxes of Pods with Select Brewer Order.	FREEPODS4ME	8/29/20
20% off Beverages with code ENJOY20 at Keurig. Valid 6/28-8/29!	ENJOY20	8/29/20
Distinctive Donations - \$4.00 Bonus		11/10/20

Banners added to site

120x60 in random rotation on iGive.com home page
(Distinctive donations section)



Stats & Booking Details

Vital Stats:

480,000+ registered members

50,000+ member-listed causes/charities

2,200+ participating merchants

345,000 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

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

email: guest@igive.com

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.*