



iGive.com®

# iGive 2020 Q4 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](mailto: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: 10/4, 10/11, 10/18, 10/25, 11/1, 11/8, 11/15, 11/22, 11/29, 12/6, 12/13, 12/20, 12/27

- **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)

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

**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

American Crew 3.2% Donation  
Shop Now

Best Cover-Ups FOR SUMMER 2019  
Bare Necessities 2.4% Donation  
Shop Now

Kiyonna Clothing 3.2% Donation  
Shop Now

Shop at these or 2,000+ stores at iGive.com and do more good for [[CharityName]]

Distinctive Donations

Canvaspeople 4.4% Donation\*  
Shop Now

FALL FORECAST: CRISP & classic  
Chadwicks 2.0% Donation\*  
Shop Now

Glamsquad 4.0% Donation\*  
Shop Now

Tell a friend And help your cause

## Option 2 – Category Themed layout

- Current 2020 Drop Dates & themes available: 10/8 (Fall/Halloween), **11/12** (Thanksgiving), **11/27** (Black Friday), **12/3** (Holiday/Gifts), **12/17**(Last Minute), **12/29** (Year End)
- 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

Hotel Deals Finder Search over 10,000 deals

cheapOair Hotels.com

Take Up to \$36 off Fees on Flights with code THANKS36. Ends 12/2/19

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

Special Rate Donation\* 0.8% Donation

Prepare for the feast...

Omaha Steaks Cheryl's

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

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

1.2% Donation 2.4% Donation

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](http://www.igive.com/keurig)

Merchant Details

**KEURIG** 0.4% Donation Rate

Visit Keurig Now!

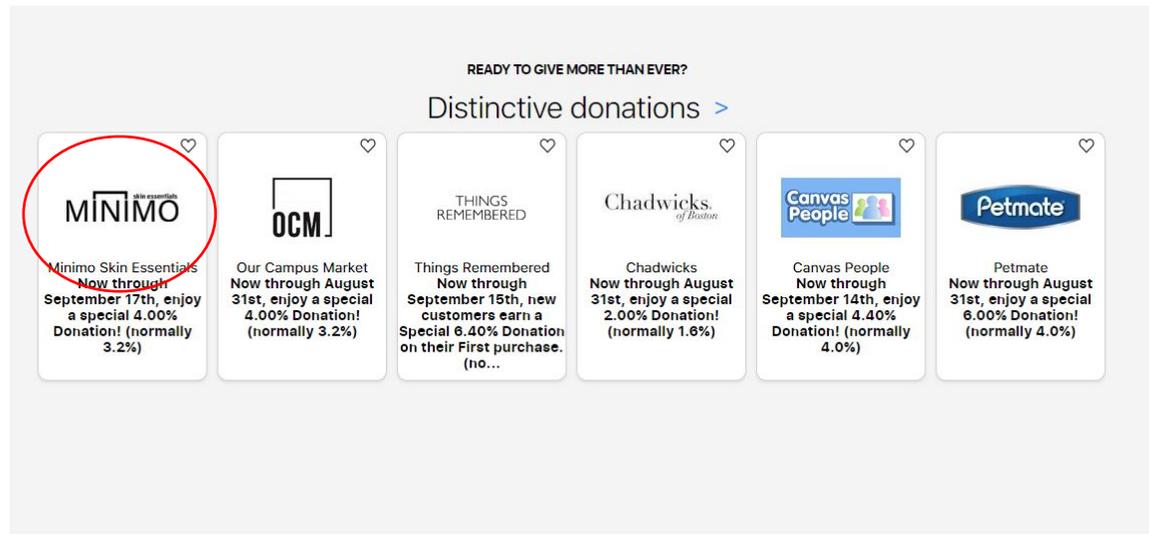
Exception Information:

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

2,300+ 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](https://facebook.com/igive)

Facebook Followers: 50,000+

350+ Instagram followers:

[Instagram.com/ishopigive](https://Instagram.com/ishopigive)

4,600+ Twitter followers: [@iGivedoyou](https://@iGivedoyou)

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

email: [guest@igive.com](mailto:guest@igive.com)

password: guestpass

# How To Book:

*To Book a placement send the following details to:  
[merchantnewsletters@iGive.com](mailto: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.*