



iGive 2021 Q1-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!

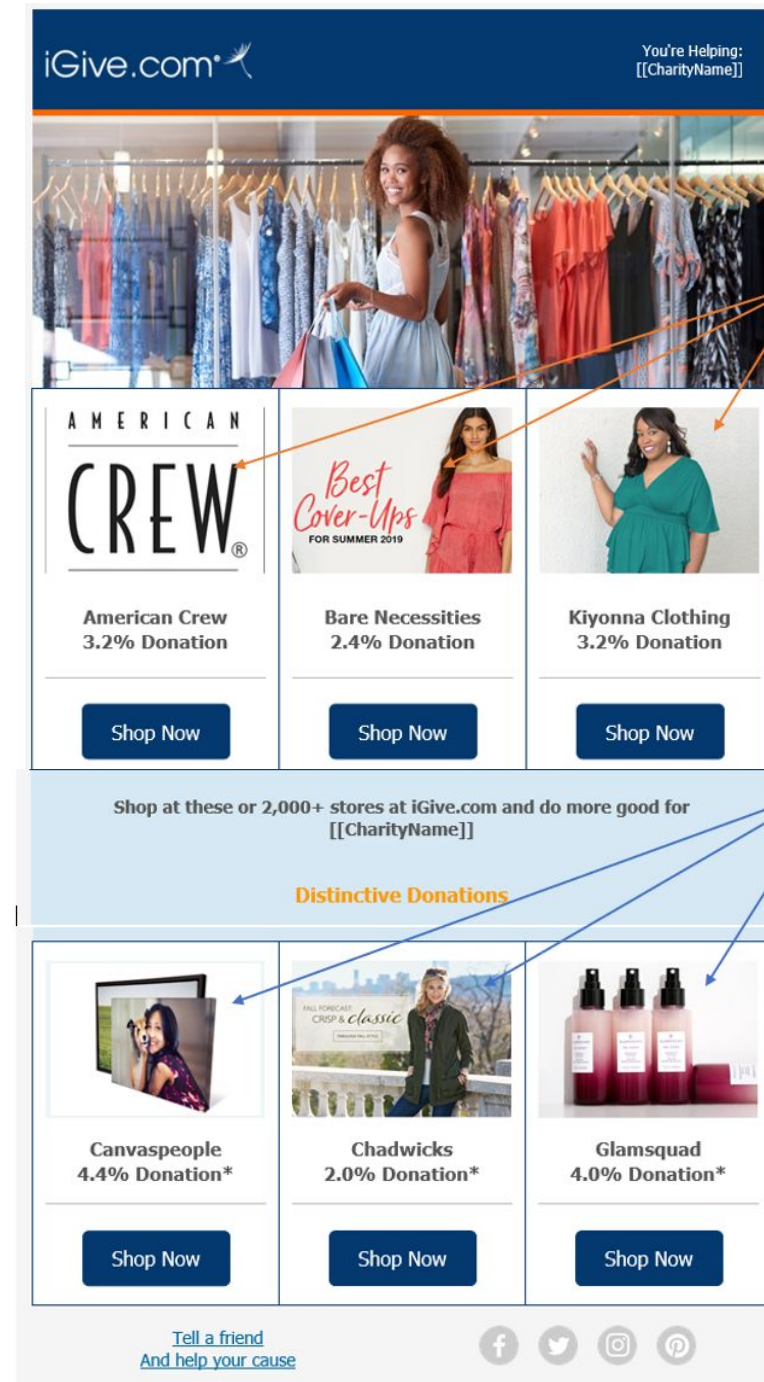
Details & Stats:

- Distribution: **370,000 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 -

2021 Drop Dates: 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28, 3/7, 3/14, 3/21, 3/28, 4/4, 4/11, 4/18, 4/25, 5/2, 5/16, 5/23, 5/30, 6/6, 6/13, 6/20, 6/27

- **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)



Promotions Placement

3 per newsletter

Price: \$400

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

Distinctive Donations Placement

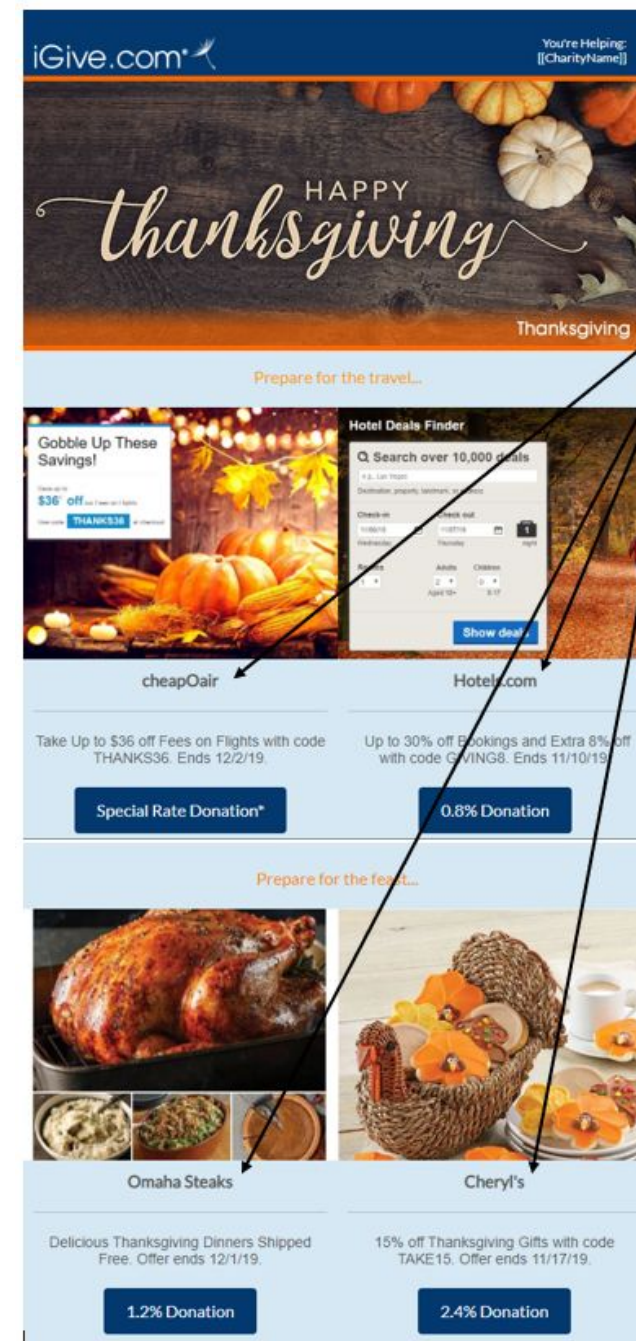
3 per newsletter

NOT AVAILABLE FOR RESERVATION

Reserved for merchants participating in Commission Increase Campaigns

Option 2 – Category Themed layout

- 2021 Drop Dates & themes available: **2/9** (Valentine's), **3/9** (St. Patrick's), **3/23** (Spring/Easter), **5/4** (Mother's Day), **5/25** (Memorial Day), **6/15** (Father's Day), **6/29** (Independence 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)



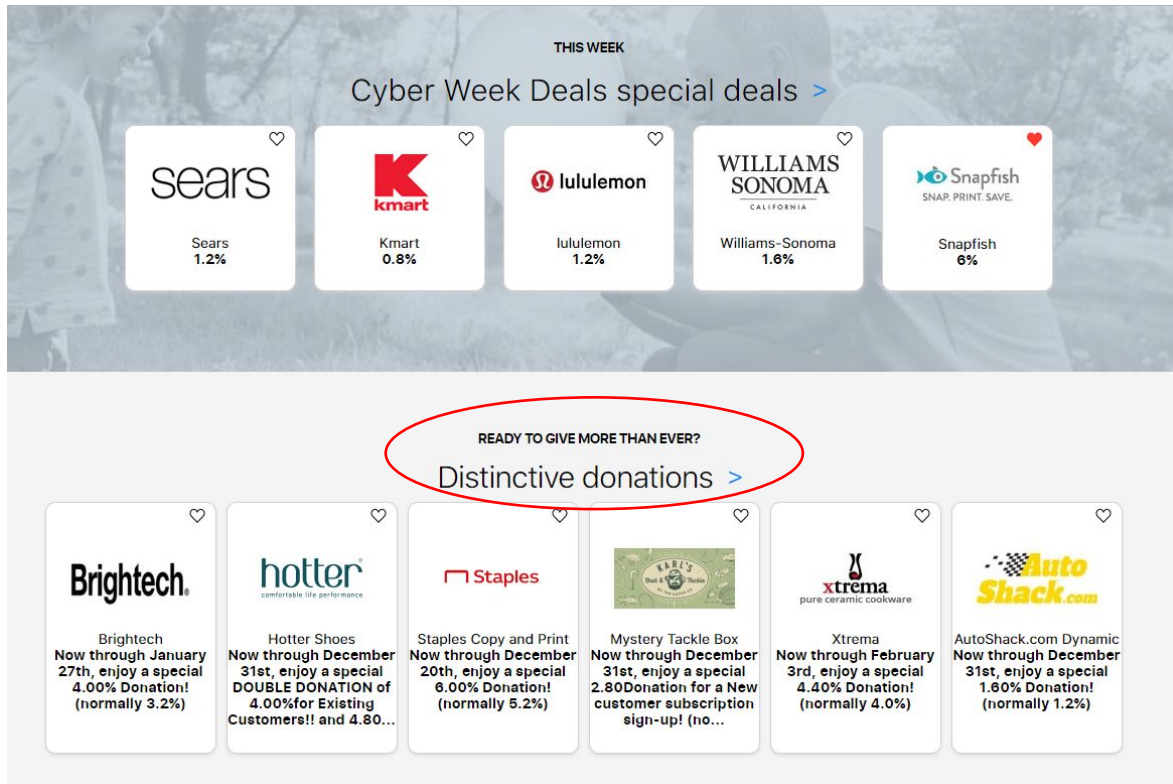
Promotional Placement
4 per newsletter
Price: \$400
Requires high-res image (minimum 600 pixels wide)
75 characters of copy

Commission Increase Campaigns

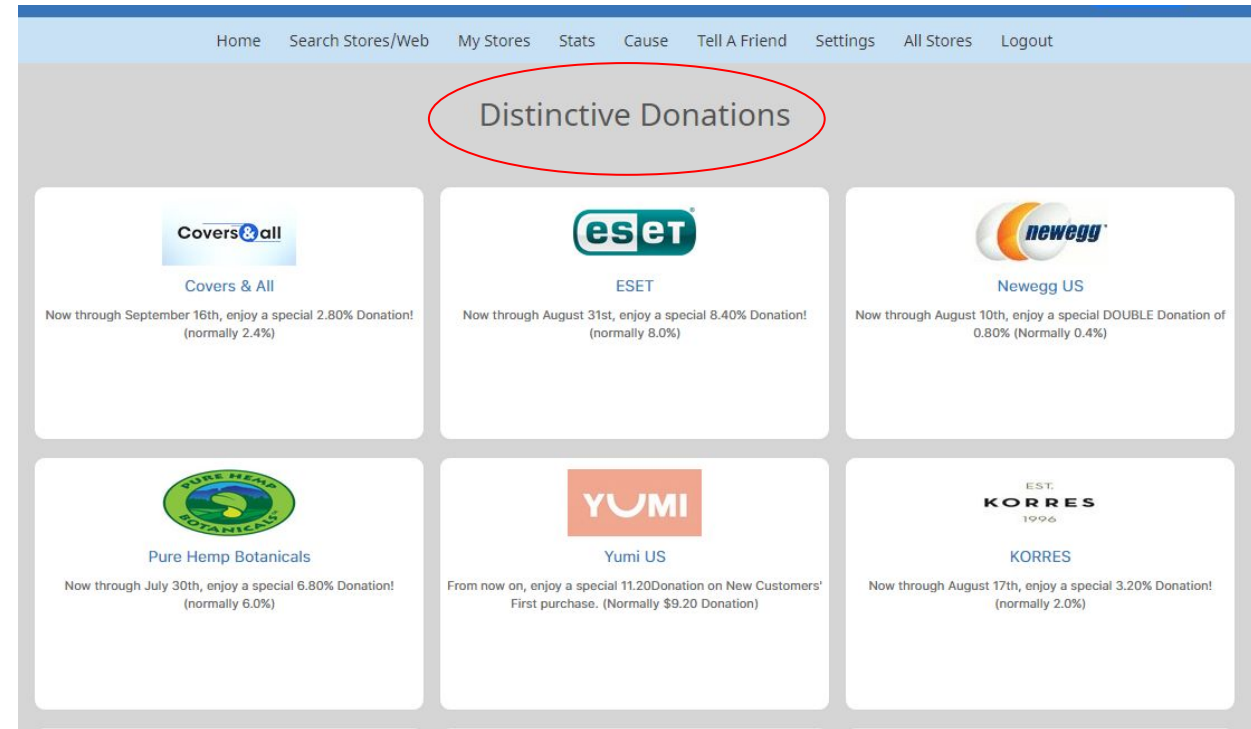
- No Flat Fee required
- Increase commission by a minimum of 1% for a minimum of 30 days to participate
- [Text links](#) & [Banners](#) added to site's rotation
- Campaigns run for 30-90 days; an increase lasting more than 90 days is considered the new Ongoing rate and will not include supplemental promos (though the higher placement in categories continues)

Text links on site: Distinctive Donations

In *random rotation* on iGive.com home page



Brand listing Deals & Coupons page throughout campaign



Text links on site: Distinctive Donations

On Merchant Coupons Page

Sample: www.igive.com/keurig

Merchant Details

0.4% Donation Rate

Visit Keurig Now!

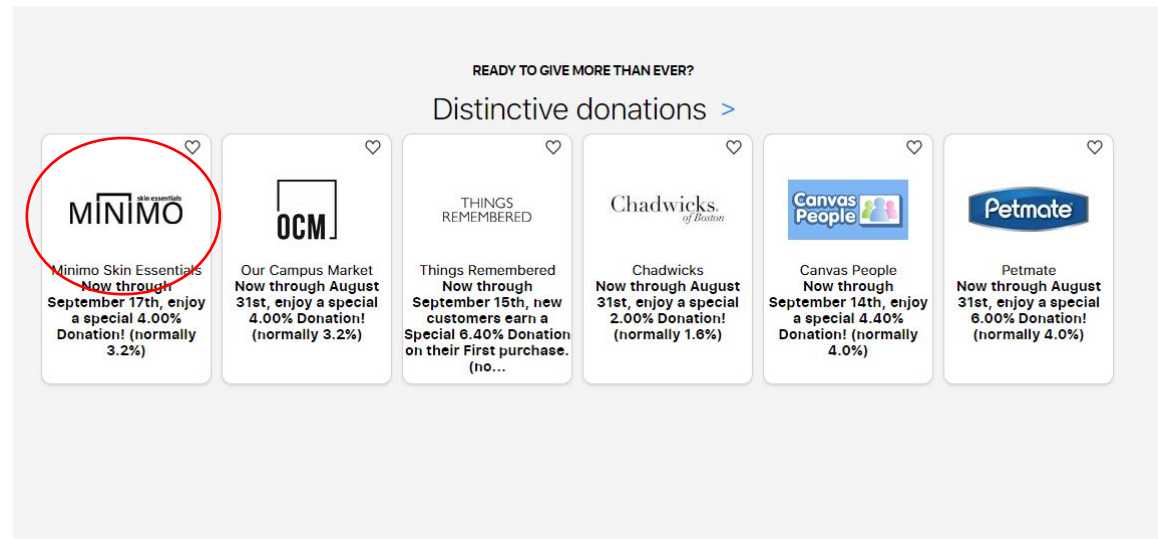
Exception Information:

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:

500,000+ registered members

65,000+ member-listed causes/charities

2,300+ participating merchants

370,000 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: 50,000+

350+ Instagram followers:

Instagram.com/ishopigive

4,600+ Twitter followers: @iGivedoyou

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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.*