

iGive 2019 Q1 Ad Book

Promotional Opportunities for merchants

- Placement options <u>Newsletters</u>, <u>Commission Increase Campaigns</u>, <u>In-Kind Sponsorships/social</u> media blitz
- iGive <u>stats & access</u> to our site to preview placements
- Booking instructions

To view our <u>members' only site</u>, please use the guest log in:

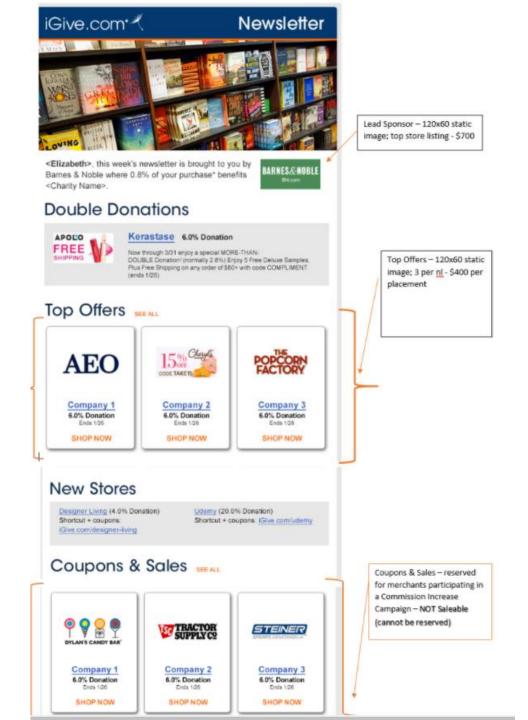
email: guest@igive.com password: guestpass

Newsletters - your best choice for being seen!

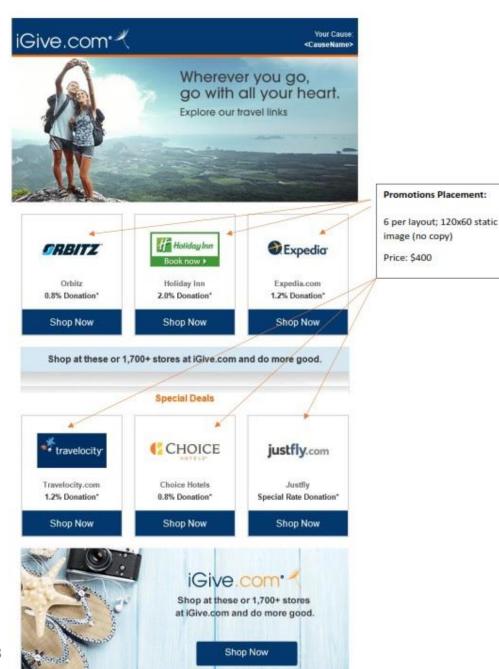
Details & Stats:

- 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 2019 <u>Drop Dates:</u> 1/6, 1/13, 1/20,
 1/27, 2/3, 2/10, 2/17, 2/24, 3/3, 3/10,
 3/17, 3/24, 3/31
- Lead Sponsor placement a 120x60 static banner at the top of newsletter - \$700 per slot (1 slot per newsletter)
- **Top Offers** placement a 120x60 static banner + 60 characters of copy- **\$400** per slot (3 slots per newsletter)
- Coupons & Sales placements held in reserve for merchants participating in <u>Commission Increase</u> <u>Campaigns</u>. (Placement not guaranteed, but provided where available)



- Option 2 <u>Category Themed layout</u>
- Current 2019 <u>Drop Dates &</u>
 <u>themes</u> available: 1/24 (Travel); 2/7 (Valentine's); 2/28 (Pets); 3/7 (St. Patrick's Day)
- Offers & creative MUST match the theme to be included in this layout type
- Promotion placement a 120x60 static banner - \$400 per slot (6 slots per newsletter)
- If you are unable to provide an offer/creative in the theme of the Category layout on a given date, please consider other placement options.

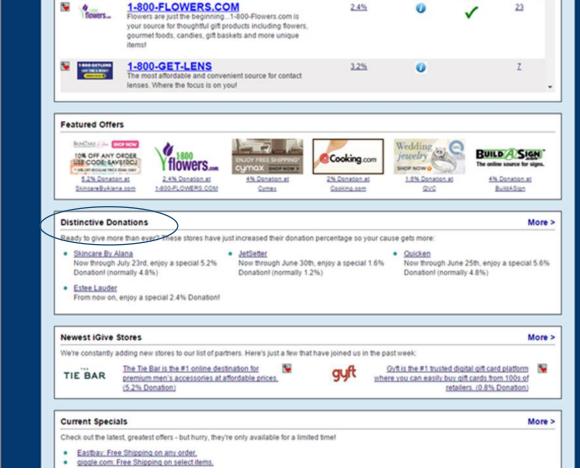


Commission Increase Campaigns

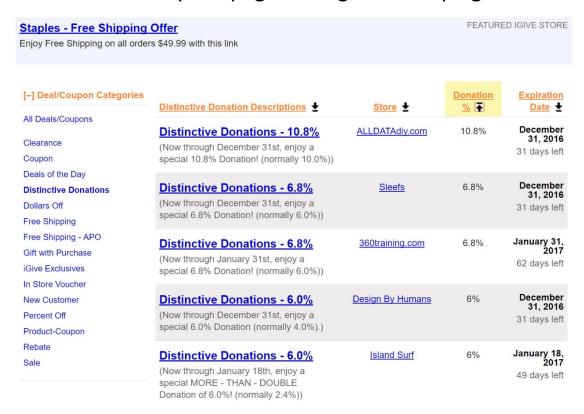
- No Flat Fee required
- Increase commission by a minimum of 1% for a minimum of 30 days to participate
- Receive a higher placement within relevant categories on-site
- Text links & Banners added to site's rotation
- Campaigns run for 30-90 days; an increase lasting more than 90 days is considered the 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



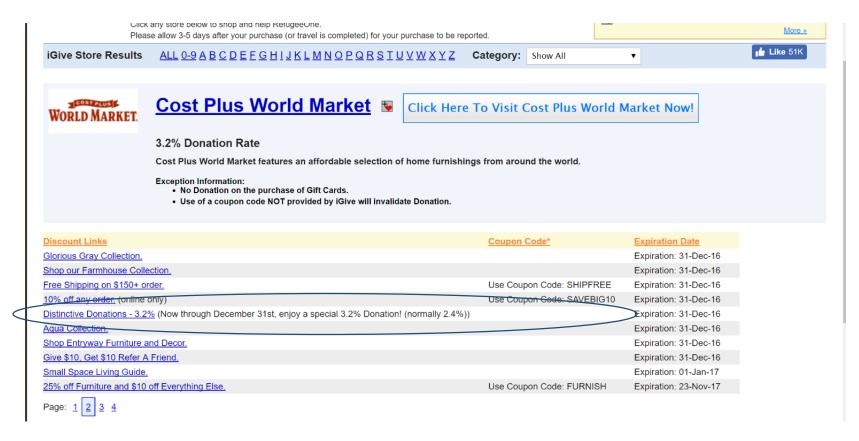
On Deals & Coupons page throughout campaign



Text links on site: Distinctive Donations

On Merchant landing page

Sample: www.iGive.com/worldmarket

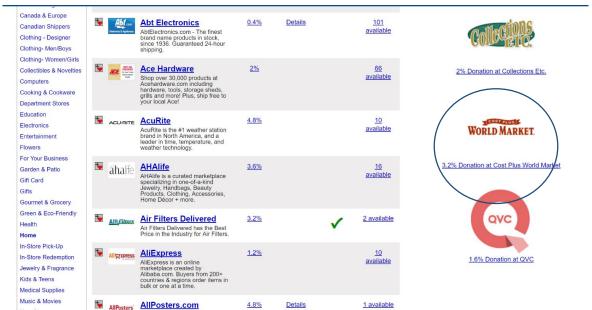


Banners added to site

120x60 *in random rotation* on iGive.com home page (Featured Offers section)



125x125 in random rotation on relevant category pages



Social Media Promo Package

- \$200 product value to be used as member prize
- Merchant must provide at least 2 images that are appropriate for social channels (you can provide different images for each platform, or we can use the same images for all platforms).
- Merchant must provide an offer/promo that is valid during the 2 week period.
- Promos will post over 2 week period



#FreeShippingFriday meets wardrobe upgrades with Hudson Jeans! #ishopigive

http://bit.ly/2r6TclK



Stats & Booking Details

Vital Stats:

495,000+ registered members 50,000+ member-listed causes/charities 1900+ participating merchants

340,000 opt-in email newsletter subscribers 2,500,000+ monthly page views 125,000+ unique monthly visitors

Social:

53,400+ Facebook fans: <u>facebook.com/igive</u>

375+ Instagram followers: Instagram.com/ishopigive

4,900+ Twitter followers: @iGivedoyou

To view our <u>members' only site</u>, 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: <u>Newsletter</u>, <u>Commission Increase Campaign</u>, <u>Social Media package</u>
- Promotion date(s)

PLEASE BOOK ONE PLACEMENT REQUEST AT A TIME

(multiple store/placement requests on the same Support Email 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 will be offered.