



# iGive 2019 Q1 Ad Book

Promotional Opportunities for merchants

- Placement options – [Newsletters](#), [Commission Increase Campaigns](#), [In-Kind Sponsorships/social media blitz](#)
- 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: **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 Drop Dates: 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 Commission Increase Campaigns. (Placement not guaranteed, but provided where available)

The screenshot shows a newsletter layout from iGive.com. At the top is a 'Newsletter' header. Below it is a large image of a bookstore shelf. To the right of this image is a callout box: 'Lead Sponsor – 120x60 static image; top store listing - \$700'. Below the shelf image is a text block: '<Elizabeth>, this week's newsletter is brought to you by Barnes & Noble where 0.8% of your purchase\* benefits <Charity Name>.' To the right of this text is a 'BARNES & NOBLE' logo. Below this is a 'Double Donations' section featuring 'APOLO FREE SHIPPING' and 'Kerastase 6.0% Donation'. Below that is a 'Top Offers' section with three merchant cards: 'AEO', 'Company 1' (6.0% Donation, Ends 1/26), and 'Company 2' (6.0% Donation, Ends 1/26). To the right of this section is a callout box: 'Top Offers – 120x60 static image; 3 per nl - \$400 per placement'. Below 'Top Offers' is a 'New Stores' section featuring 'Designer Living' (4.0% Donation) and 'Udemy' (20.0% Donation). Below that is a 'Coupons & Sales' section with three merchant cards: 'Dylan's Candy Bar', 'Company 1' (6.0% Donation, Ends 1/26), and 'Company 2' (6.0% Donation, Ends 1/26). To the right of this section is a callout box: 'Coupons & Sales – reserved for merchants participating in a Commission Increase Campaign – NOT Saleable (cannot be reserved)'.

- **Option 2** – Category Themed layout
- Current 2019 Drop Dates & themes 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.

**Header Banner:** iGive.com logo, "Your Cause: <CauseName>", "Wherever you go, go with all your heart. Explore our travel links".

**Promotions Placement:**  
6 per layout; 120x60 static image (no copy)  
Price: \$400

**Promotional Slots:**

Store	Donation	Shop Now
Orbitz	0.8% Donation*	Shop Now
Holiday Inn	2.0% Donation*	Shop Now
Expedia.com	1.2% Donation*	Shop Now
Shop at these or 1,700+ stores at iGive.com and do more good.		
<b>Special Deals</b>		
Travelocity	1.2% Donation*	Shop Now
Choice Hotels	0.8% Donation*	Shop Now
justfly.com	Justfly Special Rate Donation*	Shop Now

**Footer Banner:** iGive.com logo, "Shop at these or 1,700+ stores at iGive.com and do more good.", Shop Now button.

# 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

The screenshot shows the iGive.com home page with several promotional banners. At the top, there are banners for 1-800-FLOWERS.COM (2.4% donation) and 1-800-GET-LENS (3.2% donation). Below these is a 'Featured Offers' section with logos for 10% OFF ANY ORDER, 1800flowers.com, cymax, Cooking.com, Wedding Jewelry, and BUILD A SIGN. A 'Distinctive Donations' section is circled in red, featuring a list of stores with increased donation percentages: Skincare By Alana (5.2%), JetSetter (1.6%), Quicken (5.6%), and Estee Lauder (2.4%). Below this is a 'Newest iGive Stores' section featuring TIE BAR and gyft. At the bottom, there is a 'Current Specials' section with links to Eastbay and Google.com for free shipping.

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

Sale

### Distinctive Donation Descriptions

Store

Donation %

Expiration Date

#### Distinctive Donations - 10.8%

ALLDATAAdiy.com

10.8%

December 31, 2016

(Now through December 31st, enjoy a special 10.8% Donation! (normally 10.0%))

31 days left

#### Distinctive Donations - 6.8%

Sleefts

6.8%

December 31, 2016

(Now through December 31st, enjoy a special 6.8% Donation! (normally 6.0%))

31 days left

#### Distinctive Donations - 6.8%

360training.com

6.8%

January 31, 2017

(Now through January 31st, enjoy a special 6.8% Donation! (normally 6.0%))

62 days left

#### Distinctive Donations - 6.0%

Design By Humans

6%

December 31, 2016

(Now through December 31st, enjoy a special 6.0% Donation (normally 4.0%).)

31 days left

#### Distinctive Donations - 6.0%

Island Surf

6%

January 18, 2017

(Now through January 18th, enjoy a special MORE - THAN - DOUBLE Donation of 6.0%! (normally 2.4%))

49 days left


# Text links on site: Distinctive Donations

On Merchant landing page

Sample: [www.iGive.com/worldmarket](http://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
<a href="#">Glorious Gray Collection.</a>		Expiration: 31-Dec-16
<a href="#">Shop our Farmhouse Collection.</a>		Expiration: 31-Dec-16
<a href="#">Free Shipping on \$150+ order.</a>	Use Coupon Code: SHIPFREE	Expiration: 31-Dec-16
<a href="#">10% off any order. (online only)</a>	Use Coupon Code: SAVEBIG10	Expiration: 31-Dec-16
<a href="#">Distinctive Donations - 3.2%</a> (Now through December 31st, enjoy a special 3.2% Donation! (normally 2.4%))		Expiration: 31-Dec-16
<a href="#">Aqua Collection.</a>		Expiration: 31-Dec-16
<a href="#">Shop Entryway Furniture and Decor.</a>		Expiration: 31-Dec-16
<a href="#">Give \$10, Get \$10 Refer A Friend.</a>		Expiration: 31-Dec-16
<a href="#">Small Space Living Guide.</a>		Expiration: 01-Jan-17
<a href="#">25% off Furniture and \$10 off Everything Else.</a>	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  
(Featured Offers section)

125x125 in random rotation on relevant category pages

The screenshot shows the iGive.com home page with several promotional banners. At the top, there are two banners for 1-800-FLOWERS.COM (2.4% donation) and 1-800-GET-LENS (3.2% donation). Below these is a 'Featured Offers' section with six banners: 10% OFF ANY ORDER (5.2% donation), 1800flowers.com (2.4% donation), cymox (4% donation), Cooking.com (2% donation), Wedding Jewelry (1.6% donation), and BUILD A SIGN (4% donation). The 'Distinctive Donations' section lists Skincare By Alana (5.2% donation), JetSetter (1.6% donation), Outback (5.6% donation), and Estee Lauder (2.4% donation). The 'Newest iGive Stores' section features TIE BAR (5.2% donation) and gift (0.8% donation).

The screenshot shows the iGive.com category pages with a list of stores and their donation percentages. The stores listed are:

- Abt Electronics (0.4% donation, 101 available)
- Ace Hardware (2% donation, 66 available)
- AcuRite (4.8% donation, 10 available)
- AHALife (3.6% donation, 16 available)
- Air Filters Delivered (3.2% donation, 2 available)
- AliExpress (1.2% donation, 10 available)
- AllPosters.com (4.8% donation, 1 available)

On the right side, there are three circular banners: Collections Etc. (2% donation), COST PLUS WORLD MARKET (3.2% donation), and QVC (1.6% donation).



# 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



# 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: [facebook.com/igive](https://facebook.com/igive)

375+ Instagram followers: [Instagram.com/ishopigive](https://Instagram.com/ishopigive)

4,900+ 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](#), [Commission Increase Campaign](#), [Social Media package](#)*
- *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.*