



iGive 2019 Q2 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
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: 4/7, 4/14, 4/23, 4/28, 5/5, 5/12, 5/28, 6/2, 6/9, 6/16, 6/23, 6/30
- **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>." with a Barnes & Noble logo. Below this is a "Double Donations" section featuring "APOLO FREE SHIPPING" and "Kerastase 6.0% Donation" with details about a special offer. Below that is a "Top Offers" section with three merchant cards: "AEO", "Company 1 6.0% Donation Ends 1/26", and "SHOP NOW"; "15% OFF CODE TAKEYS", "Company 2 6.0% Donation Ends 1/26", and "SHOP NOW"; and "THE POPCORN FACTORY", "Company 3 6.0% Donation Ends 1/26", and "SHOP NOW". 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) Shortcut + coupons iGive.com/designer-living" and "Udemy (20.0% Donation) Shortcut + coupons iGive.com/udemy". Below that is a "Coupons & Sales" section with three merchant cards: "DYLAN'S CANDY BAR", "Company 1 6.0% Donation Ends 1/26", and "SHOP NOW"; "V8 TRACTOR SUPPLY CO", "Company 2 6.0% Donation Ends 1/26", and "SHOP NOW"; and "STEINER", "Company 3 6.0% Donation Ends 1/26", and "SHOP NOW". 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: 4/11 (Spring/Easter), 5/2 (Mother's Day), 5/23 (Memorial Day), 6/6 (Father'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.

The screenshot displays a category-themed newsletter layout for iGive.com. At the top is a header banner with the iGive.com logo and the text "Your Cause: <CauseName>". Below this is a large image of two people hiking with the text "Wherever you go, go with all your heart. Explore our travel links". The main body of the newsletter features a grid of six promotional slots, each for a different travel brand. Each slot includes the brand's logo, a brief description of the offer (e.g., "Orbitz 0.8% Donation*"), and a "Shop Now" button. Below the grid is a banner that reads "Shop at these or 1,700+ stores at iGive.com and do more good." The footer features a banner with a camera and the text "iGive.com Shop at these or 1,700+ stores at iGive.com and do more good. Shop Now".

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

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.

1-800-FLOWERS.COM 2.4%
Flowers are just the beginning...1-800-Flowers.com is your source for thoughtful gift products including flowers, gourmet foods, candies, gift baskets and more unique items!

1-800-GET-LENS 3.2%
The most affordable and convenient source for contact lenses. Where the focus is on you!

Featured Offers

- 10% OFF ANY ORDER USE CODE: SAV10C1
- 1800flowers.com 2.4% Donation at 1-800-FLOWERS.COM
- cymax 4% Donation at Cymax
- Cooking.com 2% Donation at Cooking.com
- Wedding Jewelry 1.6% Donation at JWC
- BUILD A SIGN 4% Donation at BuildASign

Distinctive Donations More >
Ready to give more than ever? These stores have just increased their donation percentage so your cause gets more:

- Skincare By Alana**
Now through July 23rd, enjoy a special 5.2% Donation! (normally 4.8%)
- JetSetter**
Now through June 30th, enjoy a special 1.6% Donation! (normally 1.2%)
- Quicken**
Now through June 25th, enjoy a special 5.6% Donation! (normally 4.8%)
- Estee Lauder**
From now on, enjoy a special 2.4% Donation!

Newest iGive Stores More >
We're constantly adding new stores to our list of partners. Here's just a few that have joined us in the past week:

- TIE BAR**
The Tie Bar is the #1 online destination for premium men's accessories at affordable prices. (5.2% Donation)
- gyft**
Gyft is the #1 trusted digital gift card platform where you can easily buy gift cards from 100s of retailers. (0.8% Donation)

Current Specials More >
Check out the latest, greatest offers - but hurry, they're only available for a limited time!

- Eastbay: Free Shipping on any order.**
- Google.com: Free Shipping on select items.**

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

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 |
|--|----------------------------|-----------------------|
| Glorious Gray Collection. | | Expiration: 31-Dec-16 |
| Shop our Farmhouse Collection. | | Expiration: 31-Dec-16 |
| Free Shipping on \$150+ order. | Use Coupon Code: SHIPFREE | Expiration: 31-Dec-16 |
| 10% off any order. (online only) | Use Coupon Code: SAVEBIG10 | Expiration: 31-Dec-16 |
| Distinctive Donations - 3.2% (Now through December 31st, enjoy a special 3.2% Donation! (normally 2.4%)) | | Expiration: 31-Dec-16 |
| Aqua Collection. | | Expiration: 31-Dec-16 |
| Shop Entryway Furniture and Decor. | | Expiration: 31-Dec-16 |
| Give \$10, Get \$10 Refer A Friend. | | Expiration: 31-Dec-16 |
| Small Space Living Guide. | | Expiration: 01-Jan-17 |
| 25% off Furniture and \$10 off Everything Else. | 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)

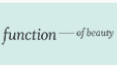
| | | | | |
|---|--|------|---|---|
|  | 100% Pure 100% Pure is a cosmetics beauty firm focused on providing healthy skin care, color cosmetics plus bath and body products. | 1.6% | ✓ | 2 |
|  | 101Phones.com | 2.4% | | 1 |


Featured Offers



3.2% Donation at
Extended Stay America


2% Donation at
Eyezz


2% Donation at
Insight Vacations


2.8% Donation at
Function of Beauty


8% Donation at
4Inkjets.com









4% Donation at
Lorna Jane


Distinctive Donations More...


Ready to give more than ever? These stores have just increased their donation percentage so your cause gets more:


- Trust & Will**
Now through May 15th, enjoy a special DOUBLE DONATION of 12.00 (normally 6.0%)
- Dylan's Candy Bar**
Now through February 25th, enjoy a special 4.00% Donation! (normally 2.4%)
- Function of Beauty**
Now through March 5th, enjoy a special 2.80% Donation! (normally 2.0%)
- 123Inkjets**
Now through May 4th, enjoy a special 8.00% Donation! (normally 6.0%)
- Love Home Swap US**
Now through March 31st, enjoy a special 7.20% Donation! (normally 6.0%)
- Good Sam Travel Assist**
Now through February 28th, enjoy a special More-Than-Double Donation of 12.00for a new membership purchase. (Normally \$5.20)

125x125 in random rotation on relevant category pages

| | | | | |
|--|---|-------------------------|-------------------------|------------------|
| Canada & Europe Canadian Shippers Clothing - Designer Clothing- Men/Boys Clothing- Women/Girls Collectibles & Novelties Computers Cooking & Cookware Department Stores Education Electronics Entertainment Flowers For Your Business Garden & Patio Gift Card Gifts Gourmet & Grocery Green & Eco-Friendly Health Home In-Store Pick-Up In-Store Redemption Jewelry & Fragrance Kids & Teens Medical Supplies Music & Movies |  Abt Electronics AbtElectronics.com - The finest brand name products in stock, since 1936. Guaranteed 24-hour shipping. | 0.4% | Details | 101 available |
|  Ace Hardware Shop over 30,000 products at Acehardware.com including hardware, tools, storage sheds, grills and more! Plus, ship free to your local Ace! | 2% | | 66 available | |
|  AcuRite AcuRite is the #1 weather station brand in North America, and a leader in time, temperature, and weather technology. | 4.8% | | 10 available | |
|  AHALife Ahalife is a curated marketplace specializing in one-of-a-kind Jewelry, Handbags, Beauty Products, Clothing, Accessories, Home Décor + more. | 3.6% | | 16 available | |
|  Air Filters Delivered Air Filters Delivered has the Best Price in the Industry for Air Filters. | 3.2% | ✓ | 2 available | |
|  AliExpress AliExpress is an online marketplace created by Alibaba.com. Buyers from 200+ countries & regions order items in bulk or one at a time. | 1.2% | | 10 available | |
|  AllPosters.com | 4.8% | Details | 1 available | |


2% Donation at Collections Etc.


3.2% Donation at Cost Plus World Market


1.6% Donation at QVC

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

2000+ 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

48,000 Facebook Follows

375+ Instagram followers: Instagram.com/ishopigive

4,800+ Twitter followers: @iGivedoyou

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](#), [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.*