



iGive.com®

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, there's a header with the iGive.com logo and the word "Newsletter". Below the header is a large image of a bookstore shelf. A callout box points to this image, stating: "Lead Sponsor – 120x60 static image; top store listing - \$700".

Below the 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 the Barnes & Noble logo.

Next is a section titled "Double Donations" featuring a promotion for Kerastase with a 6.0% donation. A callout box points to this section, stating: "Top Offers – 120x60 static image; 3 per nl - \$400 per placement".

Below that is a "Top Offers" section with three promotional cards. Each card features a company logo (AEO, Company 1, Company 2, Company 3), a 6.0% donation offer, and a "SHOP NOW" button. A callout box points to this section, stating: "Top Offers – 120x60 static image; 3 per nl - \$400 per placement".

Next is a "New Stores" section featuring Designer Living (4.0% donation) and Udemy (20.0% donation).

Finally, there is a "Coupons & Sales" section with three promotional cards for Dylan's Candy Bar, Tractor Supply Co, and Steiner. Each card features a 6.0% donation offer and a "SHOP NOW" button. A callout box points to this section, stating: "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.



<p>Orbitz 0.8% Donation*</p> <p>Shop Now</p>	<p>Holiday Inn Book now +</p> <p>Holiday Inn 2.0% Donation*</p> <p>Shop Now</p>	<p>Expedia.com 1.2% Donation*</p> <p>Shop Now</p>
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Shop at these or 1,700+ stores at iGive.com and do more good.

Special Deals

<p>Travelocity.com 1.2% Donation*</p> <p>Shop Now</p>	<p>Choice Hotels 0.8% Donation*</p> <p>Shop Now</p>	<p>Justfly Special Rate Donation*</p> <p>Shop Now</p>
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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 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 for various retailers like 10% OFF ANY ORDER, 1800flowers.com, cymax, Cooking.com, Wedding Jewelry, and BUILD A SIGN. A 'Distinctive Donations' section is circled in red, featuring three items: Skincare By Alana (5.2% donation), JetSetter (1.6% donation), and Quicken (5.6% donation). Below this is a 'Newest iGive Stores' section featuring TIE BAR (5.2% donation) and gyft (0.8% donation). At the bottom, there is a 'Current Specials' section with offers from eBay and Google.

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%

ALLDATAdiy.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%

Sleefs

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
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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 12.00 for a new membership purchase. (Normally \$5.20)

125x125 in random rotation on relevant category pages

Canada & Europe		Abt Electronics AbtElectronics.com - The finest brand name products in stock since 1936. Guaranteed 24-hour shipping.	0.4%	Details	101 available
Canadian Shippers		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
Clothing - Designer		AcuRite AcuRite is the #1 weather station brand in North America, and a leader in time, temperature, and weather technology.	4.8%		10 available
Clothing - Men/Boys		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
Clothing - Women/Girls		Air Filters Delivered Air Filters Delivered has the Best Price in the Industry for Air Filters.	3.2%	✓	2 available
Collectibles & Novelties		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
Computers		AllPosters.com	4.8%	Details	1 available
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					



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.*