



iGive.com®

iGive 2018 Q4 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 2018 Drop Dates: 10/7, 10/14, 10/21, 10/28, 11/4, 11/11, 11/18, 11/26, 12/2, 12/9, 12/16

- **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 - **\$400** per slot + 60 characters of copy (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 blue header with the iGive.com logo and the word "Newsletter". Below the header 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 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. Below this is a section titled "Double Donations" featuring a promotion for Kerastase with a 6.0% donation. Below that is a "Top Offers" section with three cards for AEO, Company 2 (15% off), and The Popcorn Factory, each with a 6.0% donation and a "SHOP NOW" button. To the right of this section is a callout box: "Top Offers – 120x60 static image; 3 per nl - \$400 per placement". Below the Top Offers is a "New Stores" section with two cards for Designer Living and Udemy, each with a 4.0% or 20.0% donation. Below that is a "Coupons & Sales" section with three cards for Dylan's Candy Bar, Tractor Supply Co, and Steiner, each with a 6.0% donation and a "SHOP NOW" button. 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 2018 Drop Dates & themes available: 10/11 (Halloween), 11/8 (Thanksgiving), 11/23 (CyberDeals), 12/6 (Holiday/GiftGiving), 12/23 (Gift Card/InstantGifts) 12/27 (Year End Sales)
- 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)

The screenshot shows a newsletter layout for iGive.com. At the top is a banner with the text "Wherever you go, go with all your heart. Explore our travel links" and an image of a couple on a mountain. Below this is a grid of six promotional slots, each with a logo, a donation percentage, and a "Shop Now" button. The slots are for Orbitz (0.8% Donation*), Holiday Inn (2.0% Donation*), Expedia.com (1.2% Donation*), Travelocity.com (1.2% Donation*), Choice Hotels (0.8% Donation*), and Justfly (Special Rate Donation*). A central banner reads "Shop at these or 1,700+ stores at iGive.com and do more good." Below this is a "Special Deals" section with three more promotional slots for Travelocity.com (1.2% Donation*), Choice Hotels (0.8% Donation*), and Justfly (Special Rate Donation*). At the bottom is another banner with the text "Shop at these or 1,700+ stores at iGive.com and do more good." and a "Shop Now" button. A callout box on the right side of the grid provides details about the promotion placement.

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 are 'Featured Offers' 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, listing special offers from Skincare By Alana, JetSetter, Quicken, and Estee Lauder. Other sections include 'Newest iGive Stores' (TIE BAR, gyft) and 'Current Specials' (Eastbay, google.com).

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	Distinctive Donation Descriptions ↓	Store ↓	Donation % ↑	Expiration Date ↓
All Deals/Coupons				
Clearance	Distinctive Donations - 10.8% (Now through December 31st, enjoy a special 10.8% Donation! (normally 10.0%))	ALLDATAdiy.com	10.8%	December 31, 2016 31 days left
Coupon				
Deals of the Day				
Distinctive Donations	Distinctive Donations - 6.8% (Now through December 31st, enjoy a special 6.8% Donation! (normally 6.0%))	Sleefts	6.8%	December 31, 2016 31 days left
Dollars Off				
Free Shipping				
Free Shipping - APO	Distinctive Donations - 6.8% (Now through January 31st, enjoy a special 6.8% Donation! (normally 6.0%))	360training.com	6.8%	January 31, 2017 62 days left
Gift with Purchase				
iGive Exclusives				
In Store Voucher				
New Customer	Distinctive Donations - 6.0% (Now through December 31st, enjoy a special 6.0% Donation (normally 4.0%).)	Design By Humans	6%	December 31, 2016 31 days left
Percent Off				
Product-Coupon				
Rebate				
Sale	Distinctive Donations - 6.0% (Now through January 18th, enjoy a special MORE - THAN - DOUBLE Donation of 6.0%! (normally 2.4%))	Island Surf	6%	January 18, 2017 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)

125x125 in random rotation on relevant category pages

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, candles, 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

- 1-800-Flowers.com**: 2.4% Donation at 1-800-FLOWERS.COM
- Skincare By Alana**: 5.2% Donation at SkincareByAlana.com
- JetSetter**: 1.6% Donation at JetSetter.com
- Quicken**: 5.6% Donation at Quicken.com
- Estee Lauder**: 2.4% Donation at EsteeLauder.com
- The Tie Bar**: 5.2% Donation at TheTieBar.com

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

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)
- gift**: Gift is the #1 trusted digital gift card platform where you can easily buy gift cards from 100s of retailers. (0.8% Donation)

Abt Electronics 0.4% Details 101 available
AbtElectronics.com - The finest brand name products in stock, since 1936. Guaranteed 24-hour shipping.

Ace Hardware 2% 66 available
Shop over 30,000 products at Acehardware.com including hardware, tools, storage sheds, grills and more! Plus, ship free to your local Ace!

AcuRite 4.8% 10 available
AcuRite is the #1 weather station brand in North America, and a leader in time, temperature, and weather technology.

AHALife 3.6% 16 available
AHALife is a curated marketplace specializing in one-of-a-kind Jewelry, Handbags, Beauty Products, Clothing, Accessories, Home Decor + more.

Air Filters Delivered 3.2% 2 available
Air Filters Delivered has the Best Price in the Industry for Air Filters.

AliExpress 1.2% 10 available
AliExpress is an online marketplace created by Alibaba.com. Buyers from 200+ countries & regions order items in bulk or one at a time.

AllPosters.com 4.8% Details 1 available

Collection Etc. 2% Donation at Collections Etc.

COST PLUS WORLD MARKET 3.2% Donation at Cost Plus World Market

QVC 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.
- Merchant must provide an offer/promo that is valid during the 2 week period.
- Merchant must provide short video **or** 15-30 seconds of copy that can be conveyed during a Facebook Live video post.
- Promos will post over 2 week period



Stats & Booking Details

Vital Stats:

480,000+ 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

375+ Instagram followers: instagram.com/ishopigive

5,000+ Twitter followers: [@iGivedoyou](https://twitter.com/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 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.*