



# 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](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 -

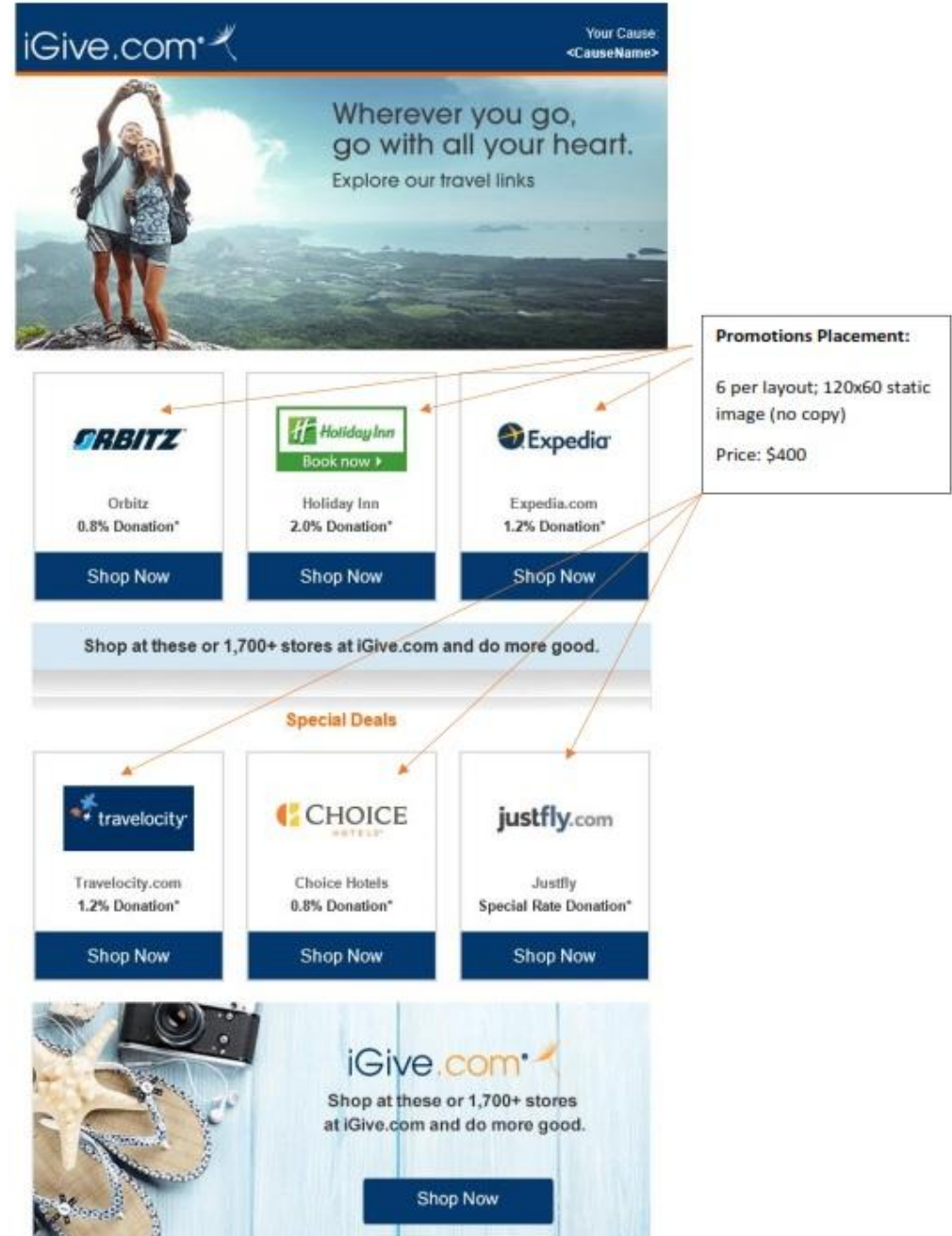
Current 2018 Drop Dates: 10/7, 10/14, 10/21, 10/28, 11/4, 11/11, 11/18, 11/26, 12/2, 12/9, 12/16

- **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 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 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. To the right is another callout box: 'Top Offers – 120x60 static image; 3 per nl - \$400 per placement'. Below this is a 'Top Offers' section with three cards for 'AEO', 'Company 2' (15% off), and 'THE POPCORN FACTORY', each with a 'SHOP NOW' button. Below that is a 'New Stores' section for 'Designer Living' and 'Udemy'. At the bottom is a 'Coupons & Sales' section with three cards for 'DYLAN'S CANDY BAR', 'TRACTOR SUPPLY CO.', and 'STEINER', each with 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 image displays a promotional layout for iGive.com. At the top is a 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 layout consists of two rows of three promotional slots each. Each slot features a logo, a brief description, a donation percentage, and a "Shop Now" button. The first row includes Orbitz (0.8% Donation\*), Holiday Inn (2.0% Donation\*), and Expedia.com (1.2% Donation\*). The second row includes 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. The bottom of the layout features a large banner with the iGive.com logo and the text "Shop at these or 1,700+ stores at iGive.com and do more good." with a "Shop Now" button. A callout box on the right side of the layout specifies "Promotions Placement: 6 per layout; 120x60 static image (no copy) Price: \$400".

**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 banners for 10% off at SimoneBuck.com, 2.4% donation at 1-800-FLOWERS.COM, 4% donation at Cymox, 2% donation at Cooking.com, 1.6% donation at WeddingJewelry.com, and 4% donation at BuildASign.com. A 'Distinctive Donations' section is circled, 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 is a 'Current Specials' section with links to eBay and Google 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%

ALLDATAAdy.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 banners and offers. 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 (2.4% donation), 1800flowers.com (2.4% donation), cymax (4% donation), Cooking.com (2% donation), Wedding Jewelry (1.6% donation), and BUILD A SIGN (4% donation). The 'Distinctive Donations' section lists three offers: Skincare By Alana (5.2% donation), JetSetter (1.6% donation), and Quicken (5.6% donation). The 'Newest iGive Stores' section lists TIE BAR (5.2% donation) and gift (0.8% donation).

The screenshot shows a category page on iGive.com 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 of the page, there are three circular callouts:

- 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.
- 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

340,000opt-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)

5,000+ 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 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.*