

iGive 2019 Q3 Ad Book

Promotional Opportunities for merchants

- Placement options <u>Newsletters</u>, <u>Commission Increase Campaigns</u>, <u>In-Kind Sponsorships/social</u> media blitz
- iGive stats & access to our site to preview placements
- Booking instructions

To view our <u>members' only site</u>, please use the guest log in:

email: guest@igive.com password: guestpass

Newsletters- your best choice for being seen!

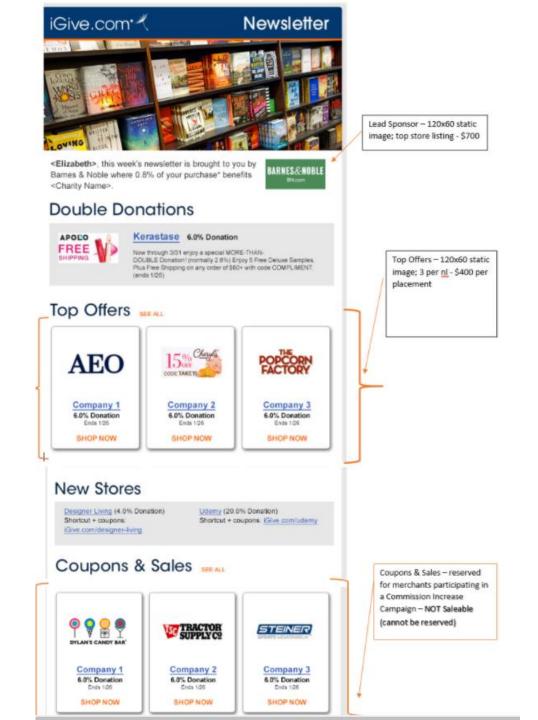
Details & Stats:

- 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 -

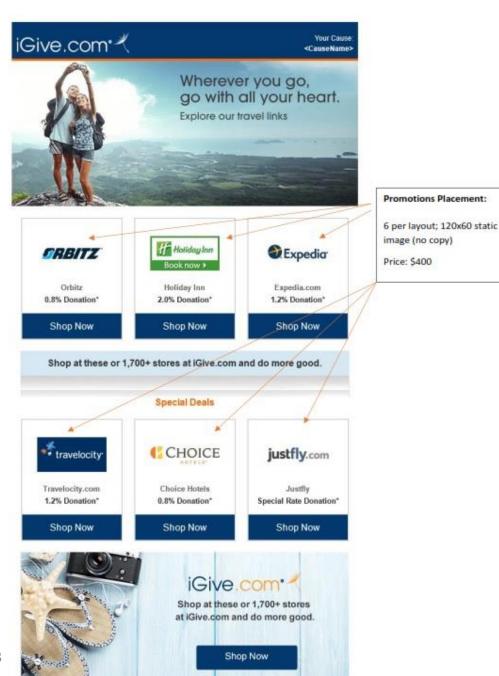
Current 2018 <u>Drop Dates:</u> 7/9, 7/21, 7/28, 8/4, 8/11, 8/18, 8/25, 9/3, 9/8, 9/15, 9/22, 9/29 **Lead Sponsor placement** — a 120x60 static banner at the top of newsletter - **\$700** per slot (1 slot per newsletter)

- 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 <u>Commission Increase</u> <u>Campaigns</u>. (Placement not guaranteed, but provided where available)



Option 2 – Category Themed layout

- Current 2018 <u>Drop Dates &</u>
 <u>themes</u> available: 7/14 (Pets), 8/1 (Back To School), 8/22 (Back To School pt. 2), 8/29 (Labor 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)

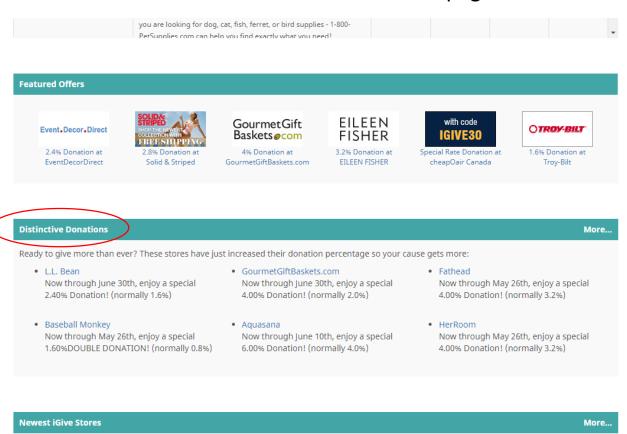


Commission Increase Campaigns

- 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
- <u>Text links</u> & <u>Banners</u> 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)

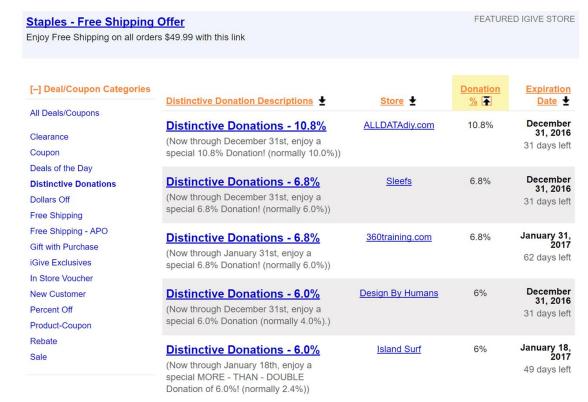
Text links on site: Distinctive Donations

In random rotation on iGive.com home page



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

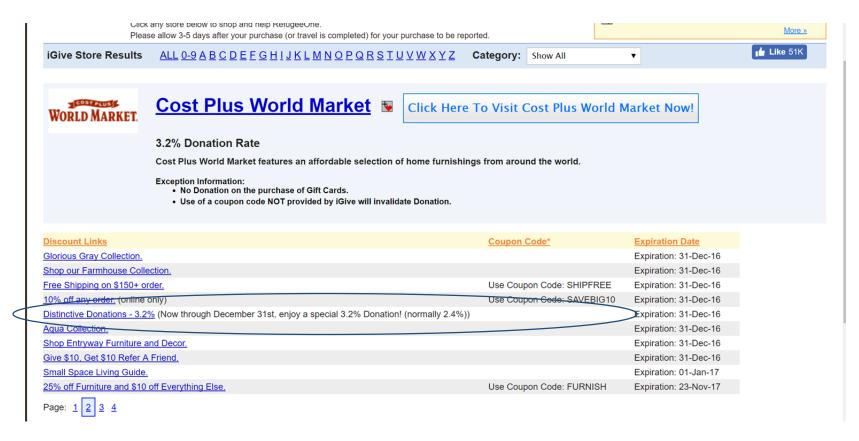
On Deals & Coupons page throughout campaign



Text links on site: Distinctive Donations

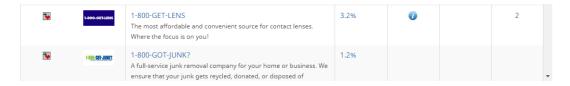
On Merchant landing page

Sample: www.iGive.com/worldmarket

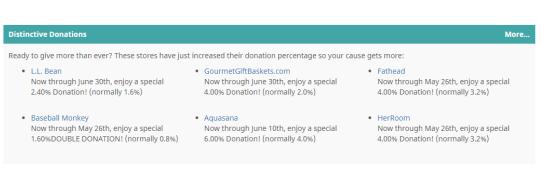


Banners added to site

120x60 *in random rotation* on iGive.com home page (Featured Offers section)

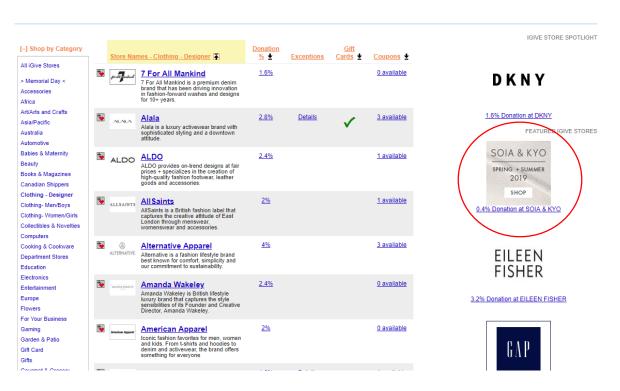






Newest i Give Stores More...

125x125 in random rotation on relevant category pages



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



#FreeShippingFriday meets wardrobe upgrades with Hudson Jeans! #ishopigive

http://bit.ly/2r6TclK



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:

53,000+ Facebook fans: <u>facebook.com/igive</u>

Facebook Followers: 51,100+

375+ Instagram followers:

Instagram.com/ishopigive

4,800+ Twitter followers: @iGivedoyou 8,500+ Likes on Twitter

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How To Book:

- To Book a placement send the following details to: merchantnewsletters@iGive.com
- Requested placement type: <u>Newsletter</u>, <u>Commission Increase Campaign</u>, <u>Social Media package</u>
- 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.