



iGive 2019 Q3 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: 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 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>.' To the right of this text is a Barnes & Noble logo. Below this is a 'Double Donations' section featuring 'APOLO FREE SHIPPING' and 'Kerastase 6.0% Donation' with a description of a promotion. To the right of this 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 1', 'Company 2', and 'Company 3', each with a '6.0% Donation' and a 'SHOP NOW' button. Below this is a 'New Stores' section with 'Designer Living' and 'Udemy'. 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)'.

iGive.com Newsletter

Lead Sponsor – 120x60 static image; top store listing - \$700

<Elizabeth>, this week's newsletter is brought to you by Barnes & Noble where 0.8% of your purchase* benefits <Charity Name>.

BARNES & NOBLE

Double Donations

APOLO FREE SHIPPING

Kerastase 6.0% Donation

Now through 3/31 enjoy a special MORE-THAN-DOUBLE Donation! (normally 2.8%) Enjoy 5 Free Deluxe Samples. Plus Free Shipping on any order of \$60+ with code COMPLIMENT (ends 1/25)

Top Offers SEE ALL

AEO

Company 1 6.0% Donation Ends 1/26 SHOP NOW

Company 2 6.0% Donation Ends 1/26 SHOP NOW

Company 3 6.0% Donation Ends 1/26 SHOP NOW

Top Offers – 120x60 static image; 3 per nl - \$400 per placement

New Stores

Designer Living (4.0% Donation) Shortcut + coupons: iGive.com/designer-living

Udemy (20.0% Donation) Shortcut + coupons: iGive.com/udemy

Coupons & Sales SEE ALL

Dylan's Candy Bar

Company 1 6.0% Donation Ends 1/26 SHOP NOW

Tractor Supply Co

Company 2 6.0% Donation Ends 1/26 SHOP NOW


STEINER

Company 3 6.0% Donation Ends 1/26 SHOP NOW

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: 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)



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 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 for Travelocity, Choice Hotels, and Justfly. At the bottom is 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

you are looking for dog, cat, fish, ferret, or bird supplies - 1-800-PetSupplies.com can help you find exactly what you need!


Featured Offers




2.4% Donation at EventDecorDirect




2.8% Donation at Solid & Striped




4% Donation at GourmetGiftBaskets.com



3.2% Donation at EILEEN FISHER



Special Rate Donation at cheapOair Canada



1.6% Donation at Troy-Bilt

Distinctive Donations

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

- L.L. Bean**
Now through June 30th, enjoy a special 2.40% Donation! (normally 1.6%)
- GourmetGiftBaskets.com**
Now through June 30th, enjoy a special 4.00% Donation! (normally 2.0%)
- Fathead**
Now through May 26th, enjoy a special 4.00% Donation! (normally 3.2%)
- Baseball Monkey**
Now through May 26th, enjoy a special 1.60% DOUBLE DONATION! (normally 0.8%)
- Aquasana**
Now through June 10th, enjoy a special 6.00% Donation! (normally 4.0%)
- HerRoom**
Now through May 26th, enjoy a special 4.00% Donation! (normally 3.2%)

Newest iGive Stores

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

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

Save

Distinctive Donation Descriptions

Store

Donation %

Expiration Date

Distinctive Donations - 10.8%

ALLDATAdiv.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)

	1-800-GET-LENS The most affordable and convenient source for contact lenses. Where the focus is on you!	3.2%		2
	1-800-GOT-JUNK? A full-service junk removal company for your home or business. We ensure that your junk gets recycled, donated, or disposed of	1.2%		

Featured Offers

Event.Decor.Direct

2.4% Donation at
EventDecorDirect



2.8% Donation at
Solid & Striped

GourmetGift
Baskets.com

4% Donation at
GourmetGiftBaskets.com

EILEEN
FISHER

3.2% Donation at
EILEEN FISHER

Book Now

Special Rate Donation at
cheapOair Canada

TROY-BILT

1.6% Donation at
Troy-Bilt

Distinctive Donations

More...

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

- L.L. Bean**
Now through June 30th, enjoy a special 2.40% Donation! (normally 1.6%)
- GourmetGiftBaskets.com**
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- Aquasana**
Now through June 10th, enjoy a special 6.00% Donation! (normally 4.0%)
- HerRoom**
Now through May 26th, enjoy a special 4.00% Donation! (normally 3.2%)

Newest iGive Stores

More...

125x125 in random rotation on relevant category pages

[+] Shop by Category

All iGive Stores

> Memorial Day <

Accessories

Africa

Art/Arts and Crafts

Asia/Pacific

Australia

Automotive

Babies & Maternity

Beauty

Books & Magazines

Canadian Shippers

Clothing - Designer

Clothing - Men/Boys

Clothing - Women/Girls

Collectibles & Novelties

Computers

Cooking & Cookware

Department Stores

Education

Electronics

Entertainment

Europe

Flowers

For Your Business

Gaming

Garden & Patio

Gift Card

Gifts

Home & Garden

Home Decor

Home Improvement

Home Office

Home Security

Home Textiles

Home Tools

Home Appliances

Home Electronics

Home Furniture

Home Lighting

Home Storage

Store Names - Clothing - Designer

Donation %

Exceptions

Gift Cards

Coupons

7 For All Mankind

7 For All Mankind is a premium denim brand that has been driving innovation in fashion-forward washes and designs for 10+ years.

1.6%

0 available

Alala

Alala is a luxury activewear brand with sophisticated styling and a downtown attitude.

2.8%

Details

3 available

ALDO

ALDO provides on-trend designs at fair prices + specializes in the creation of high-quality fashion footwear, leather goods and accessories.

2.4%

1 available

AllSaints

AllSaints is a British fashion label that captures the creative attitude of East London through menswear, womenswear and accessories.

2%

1 available

Alternative Apparel

Alternative is a fashion lifestyle brand best known for comfort, simplicity and our commitment to sustainability.

4%

3 available

Amanda Wakeley

Amanda Wakeley is British lifestyle luxury brand that captures the style sensibilities of its Founder and Creative Director, Amanda Wakeley.

2.4%

0 available

American Apparel

Iconic fashion favorites for men, women and kids. From t-shirts and hoodies to denim and activewear, the brand offers something for everyone

2%

0 available

DKNY

1.6% Donation at DKNY

FEATURED iGIVE STORES

SOIA & KYO

SPRING + SUMMER 2019

SHOP

0.4% Donation at SOIA & KYO

EILEEN FISHER

3.2% Donation at EILEEN FISHER

GAP

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:

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

Facebook Followers: 51,100+

375+ Instagram followers:

Instagram.com/ishopigive

4,800+ Twitter followers: @iGivedoyou

8,500+ Likes on Twitter

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.*