



iGive.com®

iGive 2019 Q4 Ad Book

Promotional Opportunities for merchants

- Placement options
 - [Newsletters](#)
 - [Commission Increase Campaigns](#)
- 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: 10/6, 10/13, 10/20, 10/27, 11/3, 11/12, 11/17, 11/24, 12/1, 12/8, 12/15, 12/22, 12/29

- **Promotions placement** – Banner must be high-res and a minimum of 600 Pixels wide (3 slots per newsletter) - **\$400**
- **Distinctive Donations placements** – *held in reserve for merchants participating in Commission Increase Campaigns*. (Placement not available for reservation)

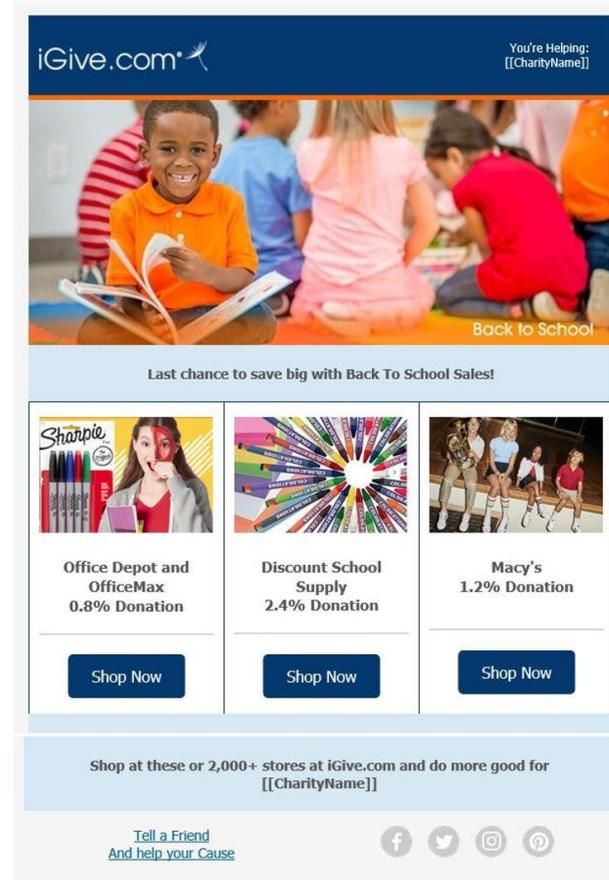
The screenshot displays a newsletter layout from iGive.com. At the top, it says "iGive.com" and "You're Helping: [[CharityName]]". Below this is a large banner image of a woman in a clothing store. The main content area is divided into two rows of three promotional slots each. The first row features "AMERICAN CREW" (3.2% Donation), "Best Cover-Ups FOR SUMMER 2019" (Bare Necessities, 2.4% Donation), and "Kiyonna Clothing" (3.2% Donation). The second row features "Canvaspeople" (4.4% Donation*), "Chadwicks" (2.0% Donation*), and "Glamsquad" (4.0% Donation*). Each slot includes a "Shop Now" button. A central blue bar reads "Shop at these or 2,000+ stores at iGive.com and do more good for [[CharityName]]" and "Distinctive Donations". At the bottom, there is a "Tell a friend And help your cause" link and social media icons for Facebook, Twitter, Instagram, and Pinterest.

Promotions Placement
3 per newsletter
Price: \$400
Requires: high-res image; minimum of 600 Pixels wide

Distinctive Donations Placement
3 per newsletter
NOT AVAILABLE FOR RESERVATION
Reserved for merchants participating in Commission Increase Campaigns

Option 2 – Category Themed layout

- Current 2019 Drop Dates & themes available: 10/3 (Pets), 10/10 (Halloween), 11/7 (Thanksgiving), 11/29 (BF/CM), 12/3 (Giving Tuesday), 12/12 (Holiday/Gifts)
- Offers & creative **MUST** match the theme to be included in this layout type
- Banner must be high-res and a minimum of 600 Pixels wide
- **Pricing - \$400** per slot (3 slots per newsletter)



Promotional Placement

3 per layout – no copy
High-res image
(minimum 600 pixels wide)
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

- Event.Decor.Direct**
2.4% Donation at EventDecorDirect
- SOLID & STRIPED**
SHOP THE NEWEST COLLECTION WITH FREE SHIPPING
2.8% Donation at Solid & Striped
- GourmetGiftBaskets.com**
4% Donation at GourmetGiftBaskets.com
- EILEEN FISHER**
3.2% Donation at EILEEN FISHER
- with code IGIVE30**
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**
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 [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:

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 Coupon	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
Deals of the Day				
Distinctive Donations				
Dollars Off	Distinctive Donations - 6.8% (Now through December 31st, enjoy a special 6.8% Donation! (normally 6.0%))	Sleefs	6.8%	December 31, 2016 31 days left
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	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
In Store Voucher				
New Customer	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
Percent Off				
Product-Coupon				
Rebate				
Sale				

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:

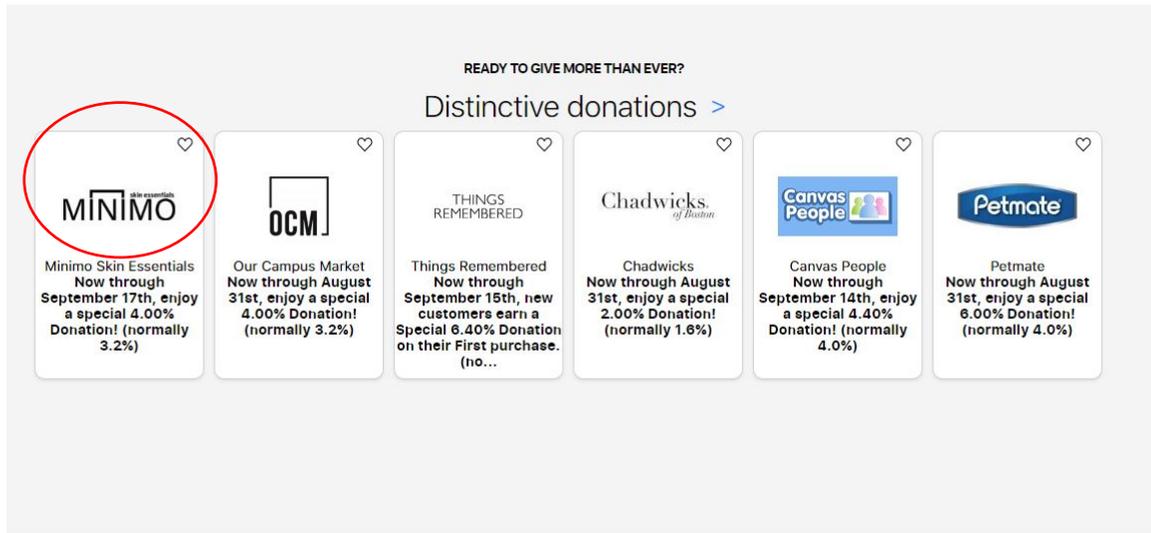
- No Donation on the purchase of Gift Cards.
- Use of a coupon code NOT provided by iGive will invalidate Donation.

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

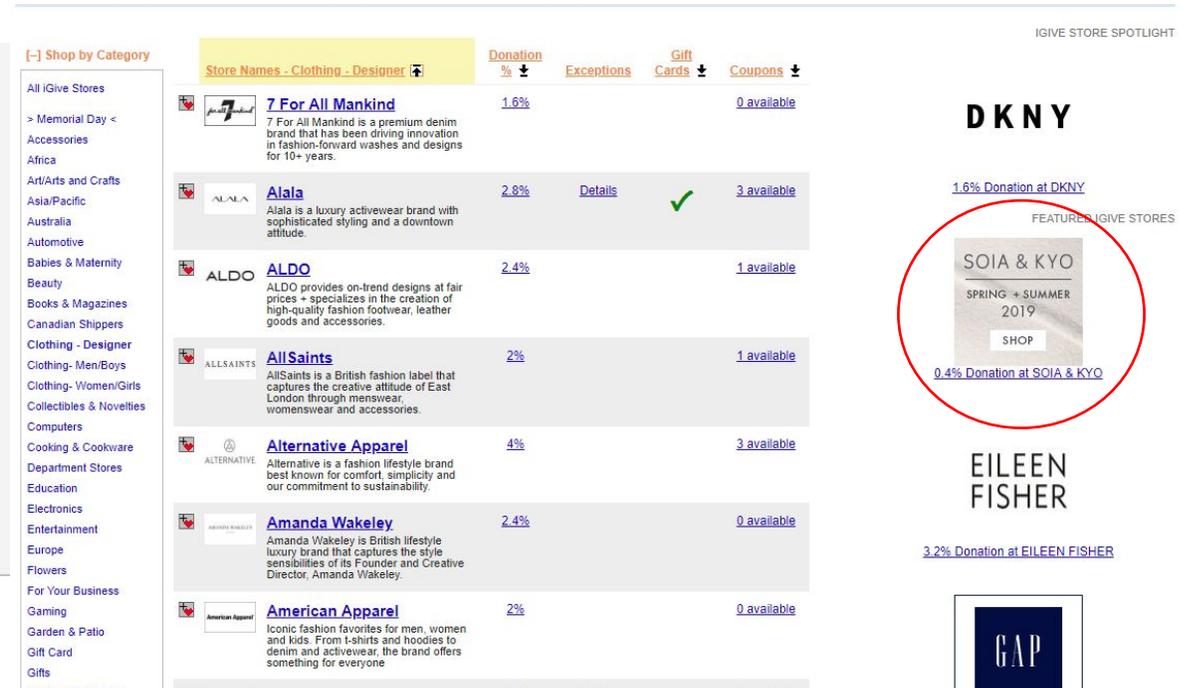
Page: 1 [2](#) [3](#) [4](#)

Banners added to site

120x60 in random rotation on iGive.com home page
(Distinctive donations section)



125x125 in random rotation on relevant category pages



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:

52,000+ Facebook fans: facebook.com/igive

Facebook Followers: 51,000+

370+ Instagram followers:

Instagram.com/ishopigive

4,800+ Twitter followers: @iGivedoyou

8,400+ 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.*