



iGive.com

iGive 2021 Q3-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: **370,000 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 -

2021 Drop Dates: 7/6, 7/11, 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/7, 9/12, 9/19, 9/26, 10/3, 10/10, 10/17, 10/24, 10/31, 11/7, 11/14, 11/21, 12/5, 12/12, 12/19, 12/26

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

iGive.com® You're Helping: [[CharityName]]

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

AMERICAN CREW
American Crew
3.2% Donation
Shop Now

Best Cover-Ups
FOR SUMMER 2019
Bare Necessities
2.4% Donation
Shop Now

Kiyonna Clothing
3.2% Donation
Shop Now

Shop at these or 2,000+ stores at iGive.com and do more good for [[CharityName]]

Distinctive Donations

Canvaspeople
4.4% Donation*
Shop Now

FALL FORECAST: CRISP & classic
Chadwicks
2.0% Donation*
Shop Now

Glamsquad
4.0% Donation*
Shop Now

Tell a friend
And help your cause

Option 2 – Category Themed layout

- 2021 Drop Dates & themes available: **7/22** (Back To School), **8/5** (Back To School), **9/2** (Labor Day), **10/7** (Halloween), **11/4** (Thanksgiving), **11/26** (Black Friday), **11/29** (Cyber Monday), **12/9** (Holiday), **12/29** (Year End Sales)
- Offers & creative **MUST** match the theme to be included in this layout type
- Banner must be high-res and a minimum of 600 x 600; Up to 75 characters of copy can be included
- **Pricing** - **\$700** per slot (4 slots per newsletter)

iGive.com You're Helping: [[CharityName]]

Father's Day is coming & we're helping you celebrate and support [[CharityName]].

Father's Day

EVERY MAN JACK

Callaway Golf

Every Man Jack 9.6% Donation

Callaway Golf 3.6% Donation

Shop for Father's Day: 15% off Kits. Use Code: DADJOKE

Golf Clubs, accessories, & more for Dad. Free 2 Day Shipping on \$200+ Orders.

Madda Fella 7.2% Donation

Macy's 1.2% Donation

20% Off any order - Sitewide! Use code: POPS20

Shop Father's Day Gift Guide to Get Him (& the Grill) Fired Up.

f t i p

Promotional Placement

4 per newsletter

Price: \$700

Requires high-res image (minimum 600 pixels wide)

75 characters of copy

Commission Increase Campaigns

- No Flat Fee required
- Increase commission by a minimum of 1% for a minimum of 30 days to participate
- [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

THIS WEEK
Cyber Week Deals special deals >

| | | | | |
|-------------------|-------------------|-----------------------|-----------------------------|--------------------|
| Sears 1.2% | Kmart 0.8% | lululemon 1.2% | Williams-Sonoma 1.6% | Snapfish 6% |
|-------------------|-------------------|-----------------------|-----------------------------|--------------------|

READY TO GIVE MORE THAN EVER?
Distinctive donations >

| | | | | | |
|--|--|--|---|---|---|
| Brightech Now through January 27th, enjoy a special 4.00% Donation! (normally 3.2%) | Hotter Shoes Now through December 31st, enjoy a special DOUBLE DONATION of 4.00% for Existing Customers!! and 4.80... | Staples Copy and Print Now through December 20th, enjoy a special 6.00% Donation! (normally 5.2%) | Mystery Tackle Box Now through December 31st, enjoy a special 2.80% Donation for a New customer subscription sign-up! (no... | Xtrema Now through February 3rd, enjoy a special 4.40% Donation! (normally 4.0%) | AutoShack.com Dynamic Now through December 31st, enjoy a special 1.60% Donation! (normally 1.2%) |
|--|--|--|---|---|---|

Brand listing Deals & Coupons page throughout campaign

Home Search Stores/Web My Stores Stats Cause Tell A Friend Settings All Stores Logout

Distinctive Donations

| | | |
|--|--|--|
| Covers & All Now through September 16th, enjoy a special 2.80% Donation! (normally 2.4%) | ESET Now through August 31st, enjoy a special 8.40% Donation! (normally 8.0%) | Newegg US Now through August 10th, enjoy a special DOUBLE Donation of 0.80% (Normally 0.4%) |
| Pure Hemp Botanicals Now through July 30th, enjoy a special 6.80% Donation! (normally 6.0%) | Yumi US From now on, enjoy a special 11.20% Donation on New Customers' First purchase. (Normally \$9.20 Donation) | KORRES Now through August 17th, enjoy a special 3.20% Donation! (normally 2.0%) |

Text links on site: Distinctive Donations

On Merchant Coupons Page

Sample: www.igive.com/keurig

Merchant Details ✕

KEURIG 0.4% Donation Rate

[Visit Keurig Now!](#)

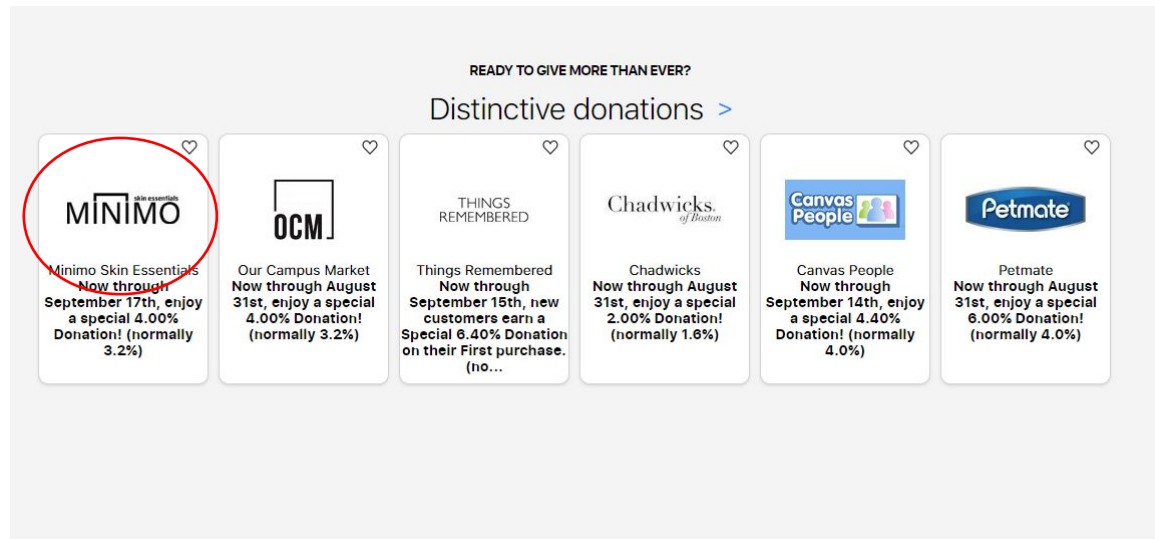
Exception Information:

One-time \$4.00 Donation for New Auto-Delivery sign-up.
2% Donation Rate for Accessories.
3.2% Donation for Brewers.
Sample pack purchases are not eligible for donations.
No Donation on Green Mountain Roasters Reserve coffees, illy K-Cup pods or Club Keurig Rewards Catalog purchases.
No Donation on the purchase of Gift Cards.
No Donation on Auto-Delivery purchases.
No Donation on purchases for resale.

| Discount Links | Coupon Code | Expiration Date |
|--|--------------|-----------------|
| 15% Off Dunkin with code SHOPDUNKIN at Keurig. Valid 7/13-7/16! | SHOPDUNKIN | 7/16/20 |
| \$12 Off 4 Boxes with code JULY4BOXSAVE at Keurig. Valid 7/13-7/19! | JULY4BOXSAVE | 7/19/20 |
| 20% Off All Accessories with code COLLEGEACC at Keurig. Valid 7/13-7/27! | COLLEGEACC | 7/27/20 |
| 2 Free Boxes of Pods with Select Brewer Order. | FREEPODS4ME | 8/29/20 |
| 20% off Beverages with code ENJOY20 at Keurig. Valid 6/28-8/29! | ENJOY20 | 8/29/20 |
| Distinctive Donations - \$4.00 Bonus | | 11/10/20 |

Banners added to site

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



Stats & Booking Details

Vital Stats:

500,000+ registered members

65,000+ member-listed causes/charities

2,300+ participating merchants

370,000 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: 50,000+

350+ Instagram followers:

Instagram.com/ishopigive

4,600+ Twitter followers: @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](#) or [Commission Increase Campaign](#)*
- *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.*