iGive 2020 Q1 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!

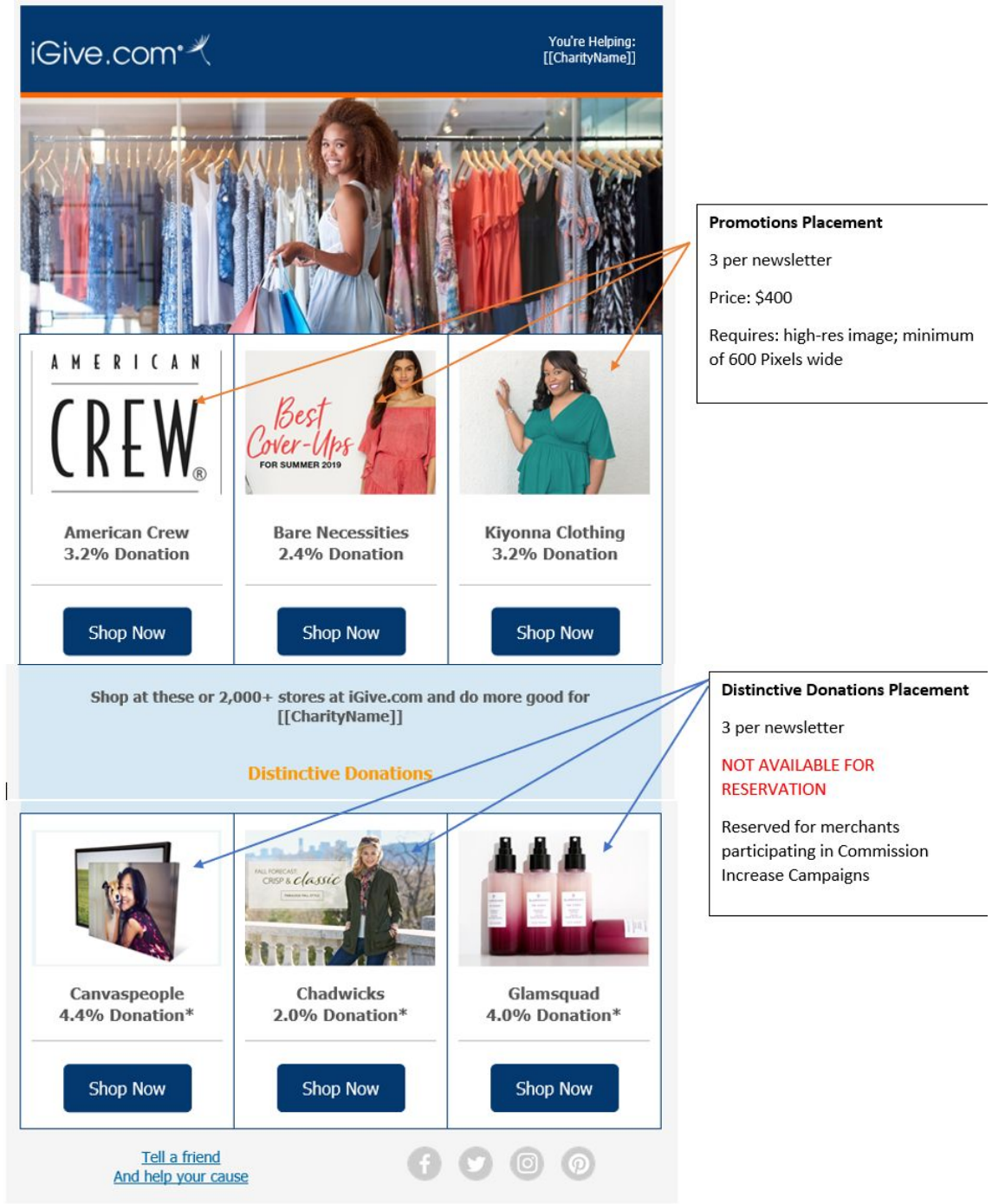
Details & Stats:

- 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 2020 Drop Dates: 1/5, 1/12, 1/18, 1/26, 2/3, 2/10, 2/18, 2/23, 3/1, 3/8, 3/15, 3/22, 3/29

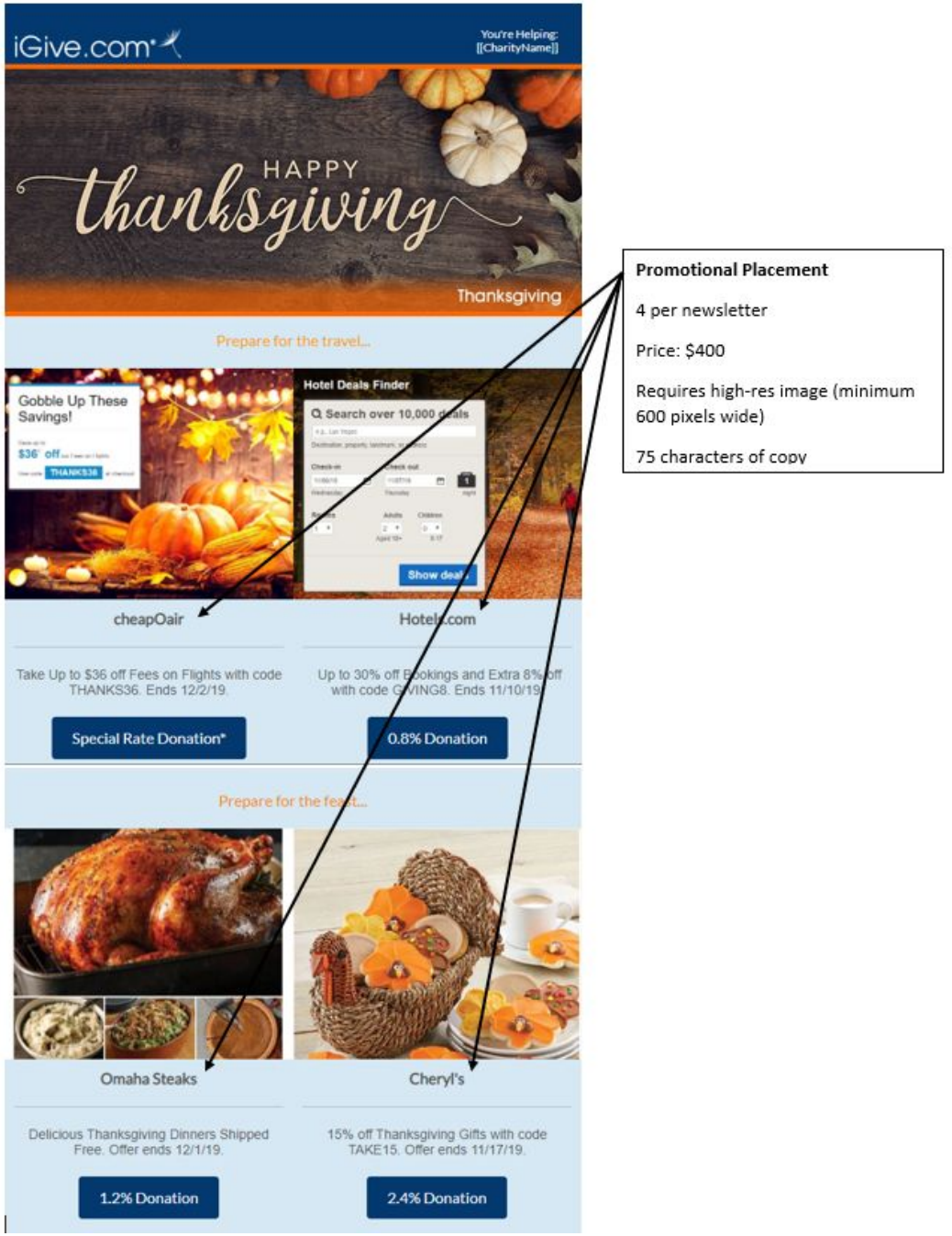
- **Promotions placement** – Banner must be high-res and a minimum of 600 x 600 lifestyle image (3 slots per newsletter) - **$400**

- **Distinctive Donations placements** – *held in reserve for merchants participating in* Commission Increase Campaigns. (Placement not available for reservation)



Option 2 – *Category Themed layout*

- *Current 2020 Drop Dates & themes available:* **2/7** (Valentine's Day), **3/12** (St. Patrick's Day)
- Offers & creative **MUST** match the theme to be included in this layout type
- Banner must be high-res and a minimum of 600 x600; Up to 75 characters of copy can be included
- **Pricing** - **$400** per slot (4 slots per newsletter)

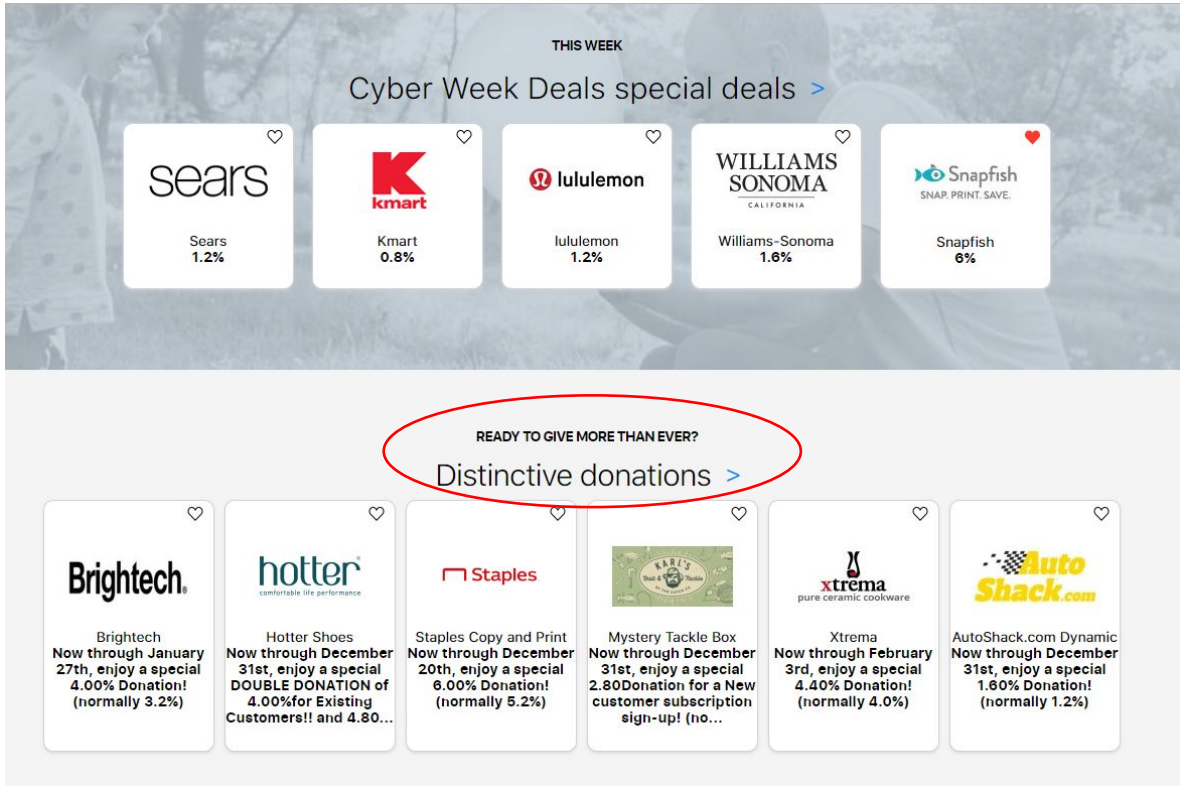


Commission Increase Campaigns

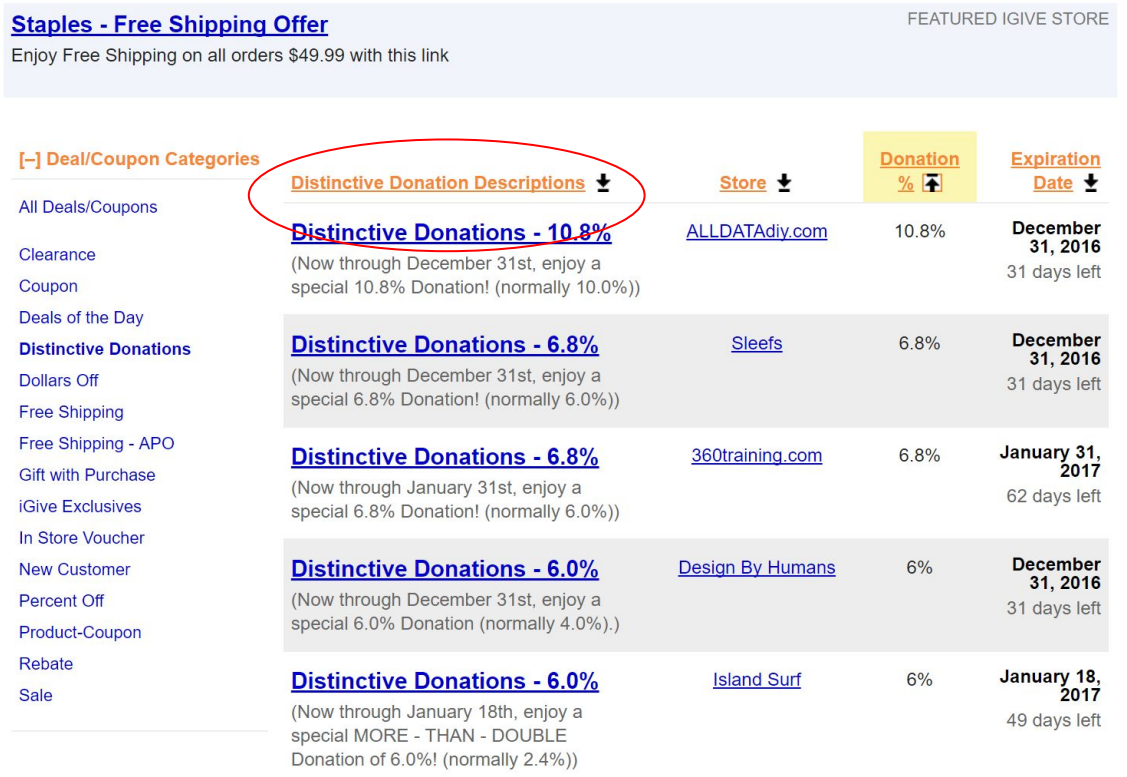
- No Flat Fee required
- Increase commission by a minimum of 1% for a minimum of 30 days to participate
- Text links & Banners added to site's rotation
- Campaigns run for 30-90 days; an increase lasting more than 90 days is considered the new Ongoing rate and will not include supplemental promos (though the higher placement in categories continues)

Text links on site: Distinctive Donations

In *random rotation* on iGive.com home page

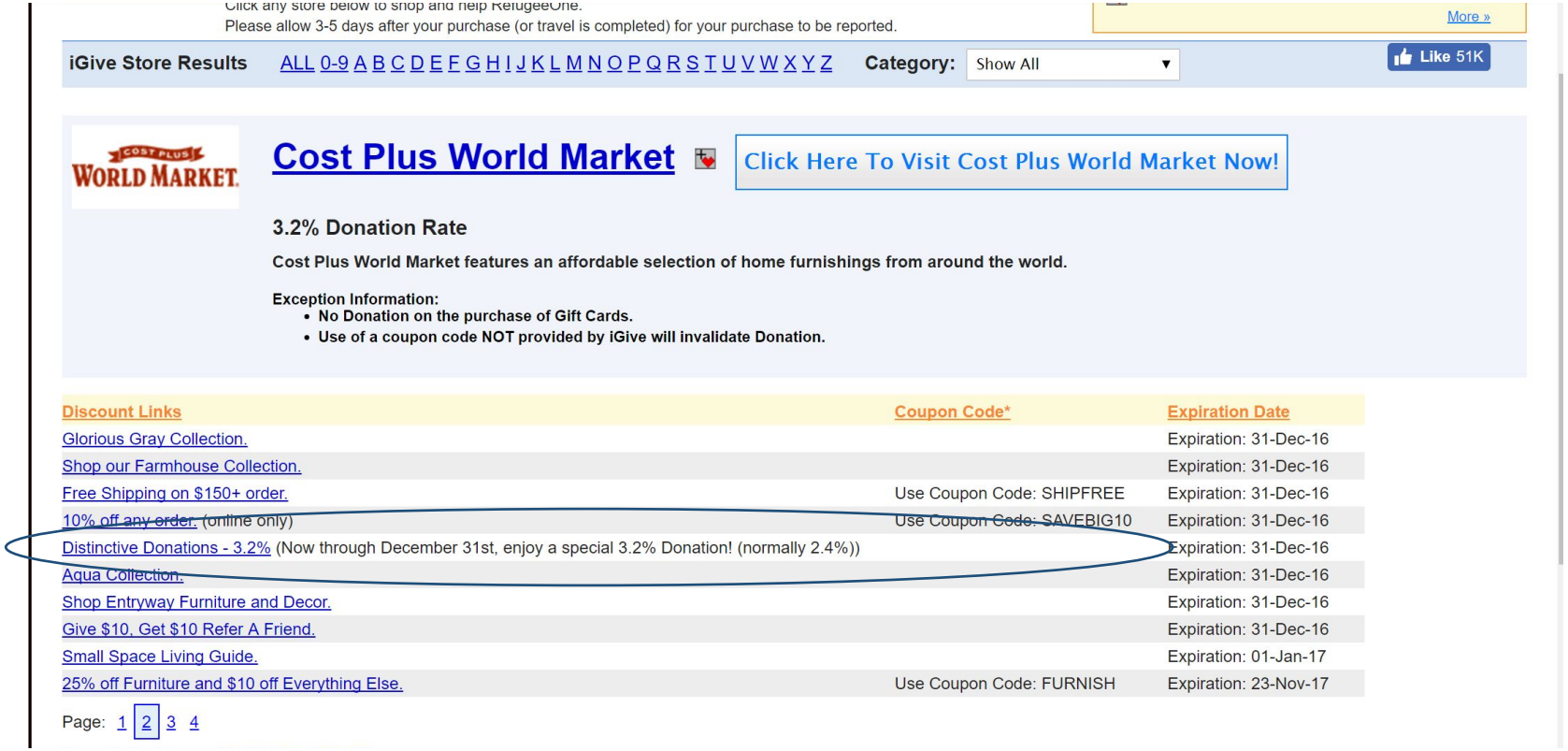


On Deals & Coupons page throughout campaign



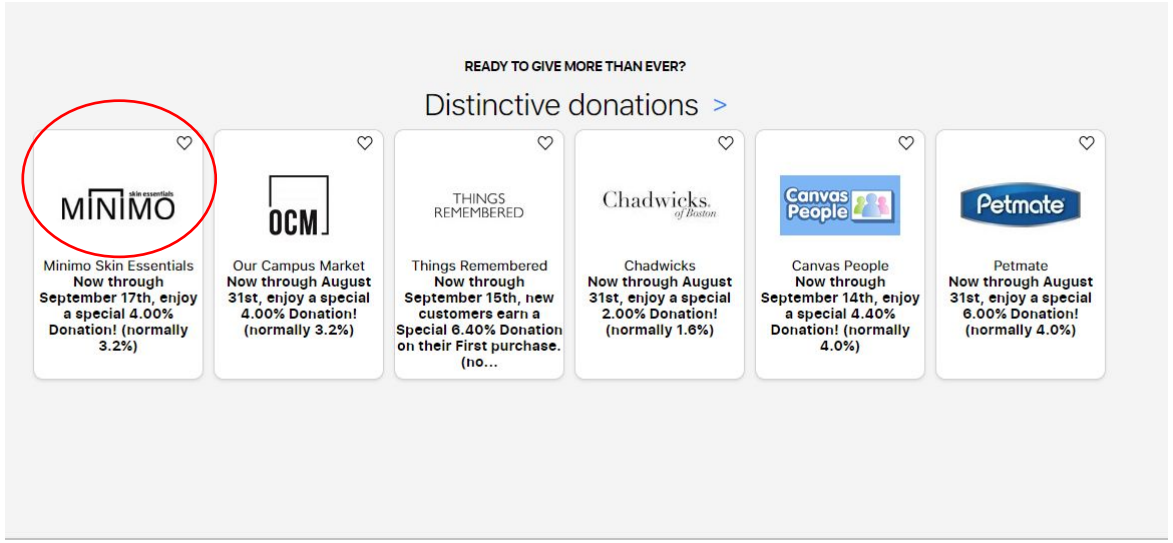
Text links on site: Distinctive Donations

On Merchant landing page
Sample: www.iGive.com/worldmarket

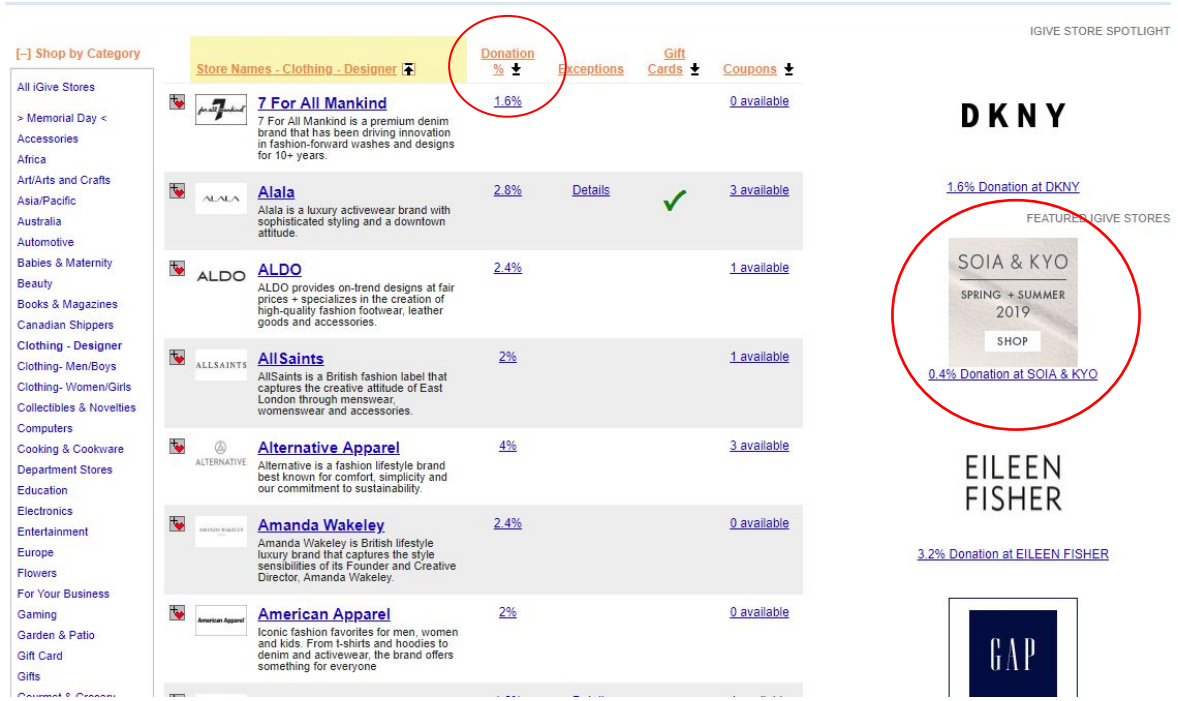


Banners added to site

120x60 *in random rotation* on iGive.com home page (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
2,200+ 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

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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.*