



iConsumer 2018 Q1 Ad Book

Promotional Opportunities for merchants

- Placement options – Member Newsletters, Social Media blitz
- iConsumer stats & site access
- [Booking instructions](#)

Newsletters- your best choice for being seen!

Details & Stats:

- **Distribution: 45,000+ opt-in members**
- **Open Rate: varies between 6-9.5%**
- **Layout features single merchant offer**
- **CTR varies based on offer/merchant resonance**

- Current 2018 Drop Dates:
- *Thurs, 1/18; Thurs, 2/15, Thurs, 3/16*
- **Logo Header**– a 200x200 static image
- **Body Image** - 865x623 static image
- **Copy** - should be minimal, but can highlight product/promo or discount offer



Today Only!

19.2% Rebate



Get More

9.6% Cash Back & 9.6% Stock Back

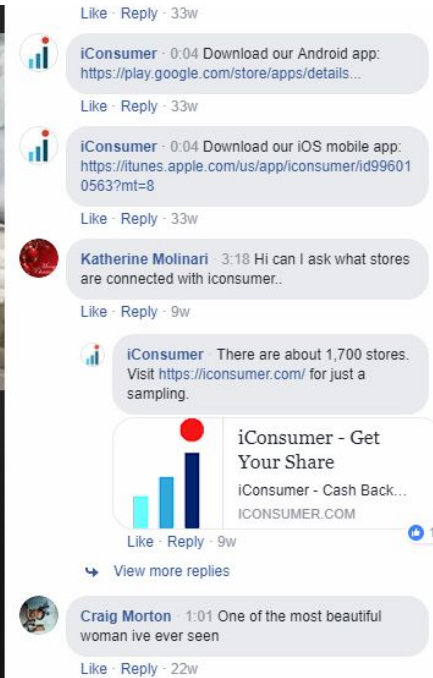
Today Only!
(November 16th, 2017)

Shop Now



Social Media Promo Package

- **\$200** product value; used as member prize
- Merchant must provide at least 2 images that are appropriate for social channels (you can provide different images for each platform, or we can use the same images across all platforms).
- 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 throughout 2 week period



Stats & Booking Details

Vital Stats:

46,000+ registered members
1800+ participating merchants

43,000 opt-in email newsletter subscribers
98,000+ monthly page views
36,000+ unique monthly visitors

Social:

8,000+ Facebook fans: facebook.com/iConsumer
300+ Instagram followers: Instagram.com/shopiconsumer
4,800+ Twitter followers: @iConsumerShop

Site access:

www.iConsumer.com

How To Book:

- *To Book a placement send the following details to:*
merchantnewsletters@iGive.com
- *Requested placement type:* [Newsletter](#), [Social Media package](#)
- *Promotion date(s)*

PLEASE BOOK ONE PLACEMENT REQUEST AT A TIME (multiple store/placement requests on the same Support Email 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.*