

iConsumer 2020 Q4 Ad Book

Promotional Opportunities for merchants

- Placement options Member <u>Newsletters</u>
- iConsumer <u>stats</u> & site access
- Booking instructions

Newsletters - your best choice for being seen!

Details & Stats:

- Distribution: 62,500+ opt-in members
- Open Rate: varies between 4.5-8.5%
- CTR varies based on offer/merchant resonance
- 2 layout options available: <u>Single Merchant Layout</u>, <u>Category</u> <u>Themed Layout</u>

Option 1 - Single Store Layout -

Current 2020 <u>Drop Dates:</u>

Tuesdays: 10/6, 10/20, 10/27, 11/10, 11/24, 12/8, 12/29

- **Body Image** large, static image High Res, 950x950 pixels
- Copy 60-90 characters of copy detailing a current offer
- Link affiliate link associated with copy provided
- 1 placement per newsletter \$600 fee





DOUBLE CASH BACK AT HOME DEPOT

Planning some summer projects around the house?

Get started today!



Get double cash back (plus iConsumer shares) at Home Depot.

Act fast - expires July 16!

DOUBLE CASH BACK AT HOME DEPOT





Any problems, questions, or concerns? Check our our <u>FAQs</u> or <u>Contact Us!</u>
<u>Unsubscribe or manage iConsumer Special Alert Newsletters.</u>
Rates based on 5/1 cash back. Newsletter © 2019 iConsumer Corporation

Rates based on 5/1 cash back. Newsletter © 2019 iConsumer Corporal 888-546-7980 | 73 Greentree Drive #558 Dover, DE 19904

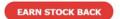
Option 2 - Category Layout -

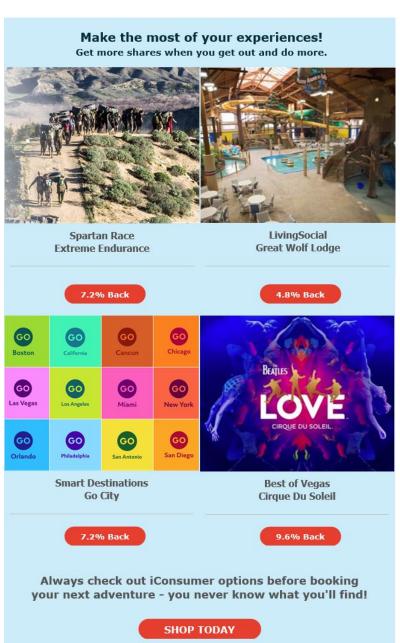
Current 2020 <u>Drop Dates:</u>

10/8 (Halloween), 11/14 (Thanksgiving), 11/27 (BF/CM), 12/5 (Holiday/Gift Giving), 12/19 (Last Minute gifts)

- **Body Images** large, static image High Res, minimum 600 pixels wide
- Copy none
- Link affiliate link associated with image provided
- 4 placements per newsletter; \$400 fee







Stats

Vital Stats:

64,500+ registered members 2,200+ participating merchants

57,000 opt-in email newsletter subscribers 98,000+ monthly page views 36,000+ unique monthly visitors

Social:

8,000+ Facebook fans: <u>facebook.com/iConsumer</u> 8,000+ follows on Facebook

300+ Instagram followers: Instagram.com/shopiconsumer

3,300+ Twitter followers: @iConsumerShop

Site access:

www.iConsumer.com

How To Book:

- To Book a placement send the following details to: <u>merchantnewsletters@iGive.com</u>
- Requested placement type: Newsletter Layout name
- Promotion date:

PLEASE BOOK <u>ONE</u> 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.