

iConsumer 2021 Q1-Q2 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: 65,000+ 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 2021 <u>Drop Dates:</u>

Tuesdays: 1/19, 2/2, 2/16, 3/2, 3/16, 3/30, 4/13, 4/27, 5/11, 5/25, 6/8, 6/22

- **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

Option 2 - Category Layout -

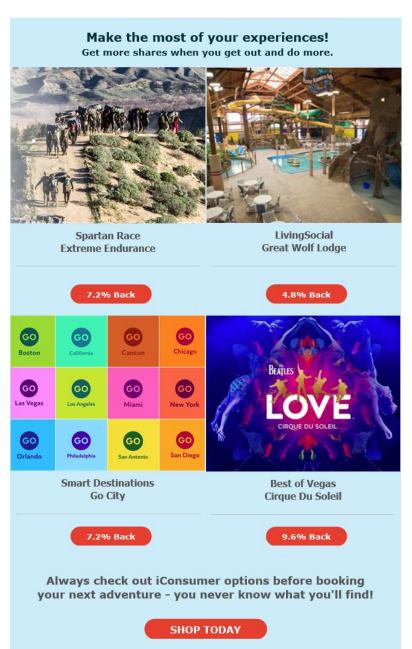
Current 2021 <u>Drop Dates:</u>

2/9 (Valentine's), 3/9 (St. Patrick's), 4/6 (Tax Services), 5/4 (Mother's Day), 6/15 (Father's Day), 6/29 (Independence Day)

- 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:

67,700+ registered members 2,200+ participating merchants

65,000 opt-in email newsletter subscribers 98,000+ monthly page views 36,000+ unique monthly visitors

Social:

7,900+ Facebook fans: <u>facebook.com/iConsumer</u> 8,000+ follows on Facebook

300+ Instagram followers: Instagram.com/shopiconsumer

3,200+ 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.