



iConsumer 2021 Q1-Q2 Ad Book

Promotional Opportunities for merchants

- Placement options – Member [Newsletters](#)
- iConsumer [stats](#) & 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: [Single Merchant Layout](#), [Category Themed Layout](#)**

Option 1 - Single Store Layout -

- Current 2021 Drop Dates:
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 [FAQs](#) or [Contact Us!](#)
[Unsubscribe or manage iConsumer Special Alert Newsletters.](#)
Rates based on 5/1 cash back. Newsletter © 2019 iConsumer Corporation
888-546-7980 | 73 Greentree Drive #558 Dover, DE 19904

Option 2 - Category Layout -

- Current 2021 Drop Dates:

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**

Make the most of your experiences!
Get more shares when you get out and do more.



Spartan Race
Extreme Endurance

7.2% Back



LivingSocial
Great Wolf Lodge

4.8% Back



Smart Destinations
Go City

7.2% Back



Best of Vegas
Cirque Du Soleil

9.6% Back

Always check out iConsumer options before booking
your next adventure - you never know what you'll find!

SHOP TODAY

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: facebook.com/iConsumer
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:
merchantnewsletters@iGive.com*
- *Requested placement type: Newsletter Layout name*
- *Promotion date:*

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.*