



# iConsumer 2021 Q3/Q4 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: **70,000+** 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: 7/6, 7/13, 7/20, 7/27, 8/3, 8/17, 8/24, 8/31, 9/7, 9/14, 9/21, 9/28, 10/12, 10/19, 10/26, 11/9, 11/16, 11/23, 12/7, 12/14, 12/21*
- **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 [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 2020 Drop Dates:

7/22 (*BackToSchool*), 8/12 (*BackToSchool - 2*), 10/7 (*Halloween*), 11/4 (*Autumn/Thanksgiving*), 11/26 (*Black Friday*), 11/29 (*Cyber Monday*), 12/9 (*Holiday*), 12/28 (*Year End Sales*)

- **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

LivingSocial  
Great Wolf Lodge

7.2% Back

4.8% Back



GO Boston GO California GO Cancun GO Chicago  
GO Las Vegas GO Los Angeles GO Miami GO New York  
GO Orlando GO Philadelphia GO San Antonio GO San Diego

Smart Destinations  
Go City

Best of Vegas  
Cirque Du Soleil

7.2% Back

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:

67,000+ registered members

2,200+ participating merchants

60,000 opt-in email newsletter subscribers

98,000+ monthly page views

36,000+ unique monthly visitors

## Social:

8,000+ Facebook fans: [facebook.com/iConsumer](https://facebook.com/iConsumer)

8,000+ follows on Facebook

300+ Instagram followers: [Instagram.com/shopiconsumer](https://Instagram.com/shopiconsumer)

3,300+ Twitter followers: [@iConsumerShop](https://@iConsumerShop)

## Site access:

[www.iConsumer.com](http://www.iConsumer.com)

# How To Book:

- *To Book a placement send the following details to:*  
[merchantnewsletters@iGive.com](mailto: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.*