

iConsumer 2021 Q3/Q4 Ad Book

Promotional Opportunities for merchants

- Placement options Member <u>Newsletters</u>
- 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: <u>Single Merchant Layout</u>, <u>Category</u> <u>Themed Layout</u>

Option 1 - Single Store Layout -

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

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



SHOP AT HOME DEPOT

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 888-546-7980 | 73 Greentree Drive #558 Dover, DE 19904

Option 2 - Category Layout -

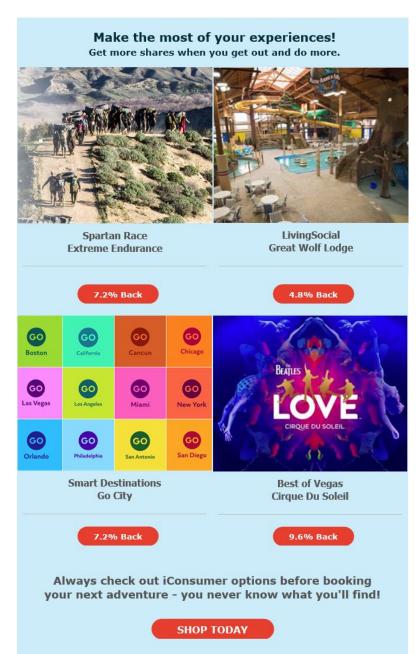
Current 2020 <u>Drop Dates:</u>

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







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: <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.