



# iConsumer 2019 Q2 Ad Book

Promotional Opportunities for merchants

- Placement options – Member [Newsletters](#), [Social Media blitz](#)
- iConsumer [stats](#) & site access
- [Booking instructions](#)

# Newsletters- your best choice for being seen!

## **Details & Stats:**

- **Distribution: 49,000+ opt-in members**
- **Open Rate: varies between 6-9.5%**
- **Layout features single merchant offer**
- **CTR varies based on offer/merchant resonance**
  - **Flat Fee: \$400**

- Current 2019 Drop Dates:
- Thursdays: 4/11, 4/25, 5/9, 5/23, 6/6, 6/20
- **Logo Header**– a 200x200 static image
- **Body Image** – 480x480 static image (.psd file preferred)
- **Copy** - should be minimal, but can highlight product/promo or discount offer



Today Only!

19.2% Rebate



Get More

9.6% Cash Back & 9.6% Stock Back

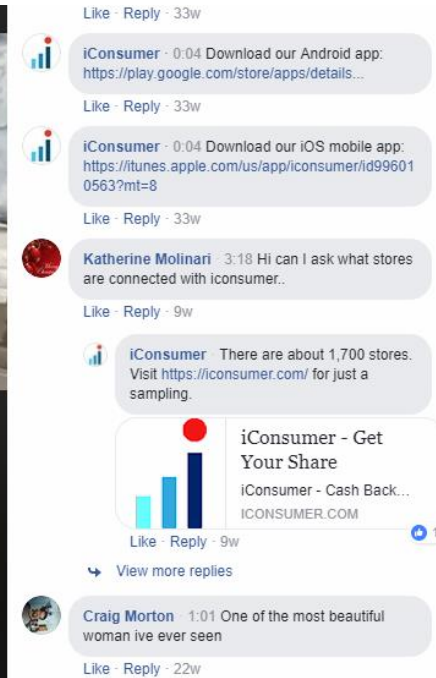
Today Only!  
(November 16th, 2017)

Shop Now



# Social Media Promo Package

- **\$200** product value; used as member prize
- Merchant must provide at least 2 images that are appropriate for social channels (you can provide different images for each platform, or we can use the same images across all platforms).
- Merchant must provide an offer/promo that is valid during the 2 week period.
- Promos will post throughout 2 week period



# Stats & Booking Details

## Vital Stats:

54,000+ registered members  
2,000+ participating merchants

49,000 opt-in email newsletter subscribers  
98,000+ monthly page views  
36,000+ unique monthly visitors

## Social:

8,000+ Facebook follows: [facebook.com/iConsumer](https://facebook.com/iConsumer)  
300+ Instagram followers: [Instagram.com/shopiconsumer](https://Instagram.com/shopiconsumer)  
3,500+ Twitter followers: [@iConsumerShop](https://@iConsumerShop)

## Site access:

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

No password required

Majority male demographic, 25-38 yrs old,  
\$50K-85K average annual income

# How To Book:

- *To Book a placement send the following details to: [merchantnewsletters@iGive.com](mailto:merchantnewsletters@iGive.com)*
- *Requested placement type: [Newsletter](#), [Social Media package](#)*
- *Promotion date(s)*

## **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.*