



# iConsumer 2019 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: **50,000+ opt-in members**
- **Open Rate: varies between 6-9.5%**
- **CTR varies based on offer/merchant resonance**
- **2 layout options available: [Single Merchant Layout](#), [Category Themed Layout](#)**

## Option 1 - Single Store Layout -


- Current 2019 Drop Dates:

*Tuesdays: 10/1, 10/15, 10/29, 11/12, 11/26, 12/3, 12/17, 12/31*

- **Body Image** - large, static image - High Res, minimum 900 pixels wide
- **Copy** - 60-90 characters of copy detailing a current offer
- **Link** - affiliate link associated with copy provided
- 1 placement per newsletter - \$500 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 2019 Drop Dates:

*Saturdays: 10/12 (Halloween), 10/26 (Pets), 11/9 (Fall/Thanksgiving), 11/30 (Cyber Weekend), 12/7 (Holiday/Gifts), 12/21 (Holiday/Gifts), 12/28 (End of Year)*

- **Body Images** - large, static image - High Res, minimum 900 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



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:

57,500+ registered members  
2,100+ participating merchants

52,000 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)  
8,100+ follows on Facebook  
300+ Instagram followers: [Instagram.com/shopiconsumer](https://Instagram.com/shopiconsumer)  
3,500+ Twitter followers: [@iConsumerShop](https://@iConsumerShop)  
300+ likes on Twitter

## 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.*