

# iConsumer 2019 Q4 Ad Book

Promotional Opportunities for merchants

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

# **Option 1 - Single Store Layout -**

Current 2019 <u>Drop Dates:</u>

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 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 -**

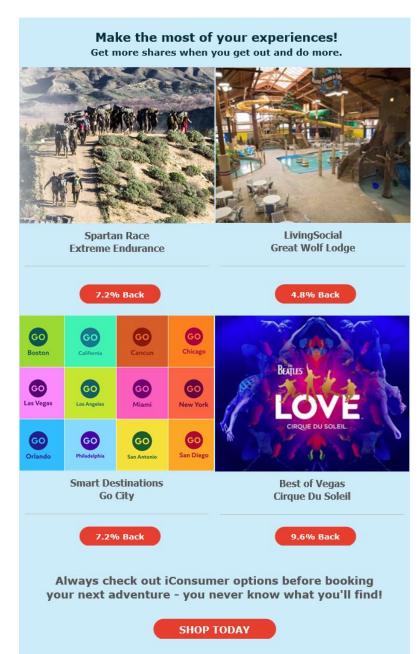
Current 2019 <u>Drop Dates:</u>

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







# **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: <u>facebook.com/iConsumer</u> 8,100+ follows on Facebook

300+ Instagram followers: <a href="Instagram.com/shopiconsumer">Instagram.com/shopiconsumer</a>

3,500+ Twitter followers: <a href="mailto:occupation">occupation</a> iConsumerShop

300+ likes on Twitter

### 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 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.