

# iConsumer 2020 Q1 Ad Book

**Promotional Opportunities for merchants** 

- Placement options Member <u>Newsletters</u>
- iConsumer <u>stats</u> & site access
- **Booking instructions**

# <u>Newsletters</u>- your best choice for being seen!

**Details & Stats:** 

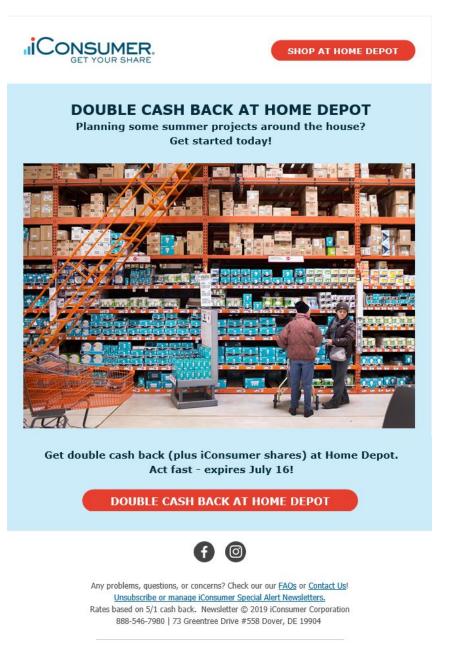
- Distribution: 55,000+ opt-in members
- Open Rate: varies between 6-9.5%
- CTR varies based on offer/merchant resonance
- 2 layout options available: <u>Single Merchant Layout</u>, <u>Category</u> <u>Themed Layout</u>

**Option 1** - Single Store Layout -

• Current 2020 <u>Drop Dates:</u>

*Tuesdays: 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18, 2/25, 3/3, 3/10, 3/17, 3/24, 3/31* 

- **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 \$500 fee

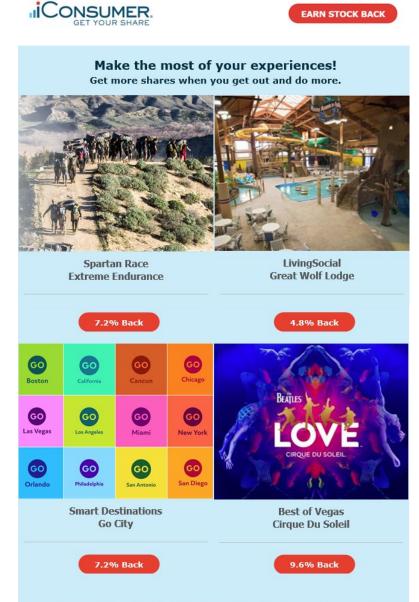


**Option 2 - Category Layout -**

• Current 2020 <u>Drop Dates:</u>

1/4 (New You), 1/18 (Pets),2/8 (Valentine's), 2/29 (Leap Day), 3/7 (St. Patrick's Day)

- **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



Always check out iConsumer options before booking your next adventure - you never know what you'll find!



### Stats

Vital Stats: 58,750+ registered members 2,200+ participating merchants

55,000 opt-in email newsletter subscribers98,000+ monthly page views36,000+ unique monthly visitors

Social: 8,000+ Facebook fans: <u>facebook.com/iConsumer</u> 8,100+ follows on Facebook 300+ Instagram followers: <u>Instagram.com/shopiconsumer</u> 3,450+ Twitter followers: <u>@iConsumerShop</u> 300+ likes on Twitter Site access: <u>www.iConsumer.com</u>

# 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.