

# E-BLAST ADVERTISING

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**BEAUTY  
LAUNCHPAD**

Everything Beauty for Salons and Stylists

Reach over 20,000 professionals engaged in the salon industry.

## CHOOSE YOUR FORMAT

### DEDICATED E-BLAST

- 3 template options or customer provided html
- Reach 21,000 cosmetic & personal care professionals

### PARTNER SOLUTIONS

- Templated e-blast
- Reach 20,500 cosmetic & personal care professionals

WHAT'S INCLUDED	DEDICATED E-BLAST	PARTNER SOLUTIONS
Generates Marketing Inquiry Leads	N/A	✓
Email Full List or Partial List of Opt-In Subscribers*	✓	✓
Geographic & Demographic Segmentation	✓	✓
Active Lead Forms Can Be Provided	✓	✓

- You choose the size of the reach.
- The e-blast offers a direct lead generation form (optional).
  - » Provide a must-read download and/or a highly engaging “call to action” to drive leads that you can pass along to your sales team.
- Report showing reader engagement (Total leads\*, unique opens and unique clicks) sent to you showing 5 full business days of activity.

*\*Direct Leads can only be provided if you use the custom lead form.*

*Must book at least 6 weeks before send date.*

*Material is due 4 weeks before send date.*