E-BLAST ADVERTISING

Jeb Gleason-Allured
Group Publisher
jallured@allured.com
630-344-6069
www.beautylaunchpad.com

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.