

Exclusive Sponsorship and Lead Generation Program

An exclusive opportunity to showcase your company's expertise in a given category while generating qualified leads

e-Book

- Ranges from 16-36 pages: Includes technical articles from *Cosmetics & Toiletries* and up to 6 sponsored pages.
- Book focused on a trending category that editors drive in collaboration with sponsor. Some recommended topics are listed below, but we welcome suggestions to fit your branding goals.

Sponsored pages: You provide up to 6 pages of your choice.

What's Included

- **Direct Leads:** Sponsor will receive contact information of every person who downloads the e-Book over the 90 day marketing campaign.
- **Sponsor's Logo:** Included in the e-Book and on all marketing collateral
- **In the e-Book**
 - Your Logo on the cover corner and sponsored pages.
 - Your company name & links on every page where sponsor website is listed.
 - Up to 6 pages in the e-Book.
- **On the Website**
 - The registration page will include your company logo, contact information, registration form (pre-populated for all logged-in users) and description of the e-Book.
 - Display ads on *CosmeticsandToiletries.com* linking to the page to download the e-Book.



- **90-day marketing campaign:** *Cosmetics & Toiletries* creates the ads to promote your sponsored e-Book.
 - **Daily Newsletter:** display ads and text ads linked to e-Book registration page
 - **Website advertising:** display ads & listing linked to registration page
 - **e-Blast effort:** Logo and book description linked to registration page

Average leads: 938

Rate: \$15,000 – (Billed in 3 installments)

*Must book at least 13 weeks before the issue date
Material is due 8 weeks before the issue date*