DAILY NEWSLETTER

Shamella Anderson

Business Development Manager sanderson@allured.com 630-344-6030 www.Nailpro.com



Over 29,784 professionals receive Nailpro's Daily Newsletter.

Types of Newsletters

• Daily: Sent Monday - Friday every morning.

Average Benchmarks

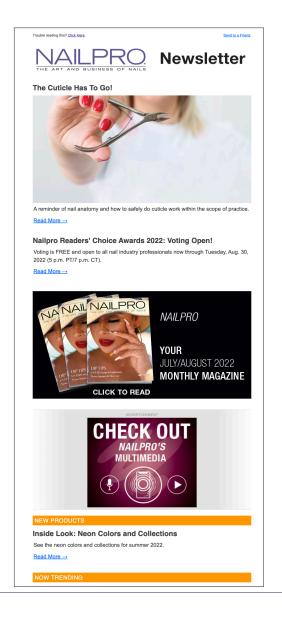
• Average Unique Open Rate: 7%

• Average Unique Click-Through Rate: 11%

• Average Total Open Rate: 11%

Nailpro Covers

- Trend in Nails
- New Product Launches for Nail Professionals
- Nail Business Tips
- Creative Nail Looks
- Industry News
- Web Exclusives
- Interviews with Industry Experts
- How-To Nail Designs



DAILY NEWSLETTER

Shamella Anderson

Business Development Manager sanderson@allured.com 630-344-6030 www.Nailpro.com



Newsletter Advertising		
	Newsletter Only	Integrated Program
		Rate
Text Ad with Marketing Inquiries	\$3,000	\$2,500
300 x 250 px Display	\$2,500	\$2,100

• Must book at least 4 weeks before run date • Material is due 2 weeks before run date

What's Included

- Delivered 5x a week, Monday Friday
- Text Ads offer Marketing Inquiries to grow your database of qualified names
- Text Ads & Banner Ads Lead generation form available when 4 weeks or more of Banner Ads or Text Ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging "call to action" that will drive leads.

PR Submissions: To expedite your press releases for publication, please submit your new product releases online at https://www.nailpro.com/page/submit-product

PR Contact: Gabby Bach, gbach@allured.com, 630-344-6067