

PARTNER SOLUTIONS E-BLAST

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**BEAUTY
LAUNCHPAD**
Everything Beauty for Salons and Stylists

You can reach over 34,149 professionals engaged in the professional salon industry. You own 100% share of voice.

Total Open Rate – 13%

Unique Open Rate – 9%

Unique Click-Through Rate – 5%

Choose your format

- **Dedicated E-Blast:** 3 template options or customer provided html.
- **Partner Solutions:** templated e-blast.

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	✓	N/A
Active Lead Forms Can Be Provided & Are Recommended	✓	✓

- You choose the size of the reach.
- Resend to unopened contacts (must book at time of purchase; \$1,000 flat rate).
- The e-blast offers a direct lead generation form (optional).
 - o 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.

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

Dedicated E-Blast Rate

CPM: \$190

Full List: \$4,545

Half List: \$2,500

Partner Solutions Rate

Full List: \$5,025

Half List: \$2,765

*Must book at least 6 weeks before
send date*

*Material is due 4 weeks before
send date*