VIDEO INTERVIEW

Shamella Anderson

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Connect Virtually Face To Face With *Nailpro's* Engaged Audience by Sharing Your Expertise or Aligning Your Brand With Industry Experts Selected by Our Editorial Team

Intimate video conversations with nail industry experts discussing trends, challenges and opportunities facing the market.

Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

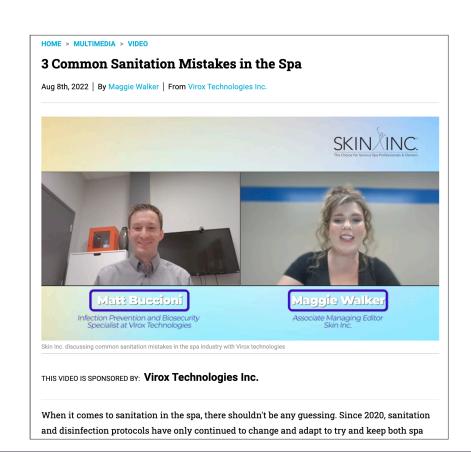
Qualified Nail Professionals across multiple media channels.

- 40,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 22,000 Dedicated E-blast Subscribers
- 81,500 Monthly Website Visitors
- 8,000 Registered Website Users
- 1.6M Social Media Followers

The Program

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers



VIDEO INTERVIEW CONT'D

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Branding

- Logo will be placed on the video website page.
- Company name will be listed as "Sponsored by Company Name" (no logo).

Branding on the Website

- Listed on the home page under "Latest" (4 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

Branding in the Daily Newsletter

 Pushed 3 total times, once per week in the daily newsletter with "Sponsored by Company name"

Branding in Social Media Posts

Mentioned as sponsor

Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

Direct Leads & Reporting

- Anyone who selects "Watch" to see the videocast will generate a lead
- Leads report are updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

Material Needed

Logo (300 dpi) & Company Name to be listed.

Rate: \$4,635

Must book at least 8 weeks before the run date. Material is due 4 weeks before the run date.