

## You Can Reach Over 27,000 Professionals Engaged in the Salon Industry

### 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; \$1,050 flat rate).
- 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.

### Dedicated E-Blast Rate

**CPM\*:** \$200

**Full List:** \$3,300

**Half List:** \$1,900

### Partner Solutions Rate

**CPM\*:** \$220

**Full List:** \$3,700

**Half List:** \$2,100

*\*Minimum Orders Apply*

*Must book at least 6 weeks before run date.  
Material is due 4 weeks before run date.*