

## Build an Engaging Brand With Over 43,300 Hair Professionals Dedicated to the Advancement of the Hair Industry

- 5,000 Registered Website Users
- 43,300 Average Monthly Website Visitors
- 89,200 Average Monthly Pageviews

### Pick Your Position

#### Header Position

**Billboard Ad + Mobile Ad\*:** 970 x 250 px  
\$120/1,000 impressions (example 10,000 impressions \$1,200)

**Super Leaderboard Ad + Mobile Ad\*:** 970 x 90 px  
\$95/1,000 impressions (example 10,000 impressions \$950)

Mobile Ad\*: 320 x 50 px included with purchase

#### In-Line Position

**Medium Rectangle:** 300 x 250 px  
\$85/1,000 impressions (example 10,000 impressions \$850)

#### Footer Position

**Super Leaderboard Ad + Mobile Ad\*:** 970 x 90 px  
\$90/1,000 impressions (example 10,000 impressions \$900)

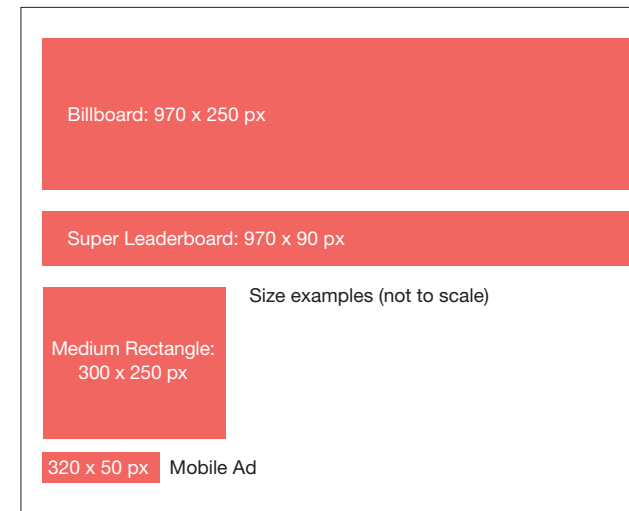
Mobile Ad\*: 320 x 50 px included with purchase

*Minimum of 10,000 Impressions (per month per ad position)*

### Specifications

72dpi, .jpg or .gif format and click-through URL

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



*\*Billboard & Super Leaderboard ad sizes require a separate mobile ad version.*

