

You Can Reach Over 17,000 Professionals Engaged in the Nail 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*: \$190

Full List: \$2,600

Half List: \$1,500

Partner Solutions Rate

CPM*: \$220

Full List: \$2,900

Half List: \$1,600

**Minimum Orders Apply*

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