

SPONSORED CONTENT

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

Educate salon professionals about your expertise, products and services.

High Visibility - You reach over 40,000 newsletter subscribers, 38,300 unique website visitors monthly and over 923,000 social media followers!

Branded Content/Product Giveaway

- Our solution for capturing leads. The content on your landing page should be short and concise and drive readers to fill out the registration form. Excellent solution for giveaways and research reports.
- Build direct leads & drive readers to your website by offering downloadable must-have content, trials and/or sampling.
- Grow your marketing list with *Beauty Launchpad's* marketing inquiry program.

Rate: \$4,300

Web Exclusive

- This solution is designed to host your content on our site and reach the largest audience possible. Your comprehensive landing page will be promoted through all the channels listed below.
- Grow your marketing list with *Beauty Launchpad's* marketing inquiry program.

Rate: \$2,850

What's Included	Branded Content	Web Exclusive
Marketing Campaign	60 day	60 day
Word Limit in Article	150-300	400-600
Posts in Newsletter	3	3
Photo Limit	2	2
Links and URLs	1	3
Web Listing in Sponsored Positions (Rotating)	Yes	Yes
Marketing Inquiries (Soft Leads)	Yes	Yes
Direct Leads	Yes	N/A
Access to Direct Leads Realtime from Download 24/7	Yes	N/A
Video	N/A	1
Downloadable Document	1	N/A
Banner Ad Runs for 2 Months	1	\$900
Custom Call to Action on Reg. Form	1	N/A
Social Media Post	1	1

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