



# ONLINE MARKETING

**dayspamagazine.com**



## **DAYSPA eNewsletter**

Enjoy exclusive sponsorship of an e-newsletter written with original content developed by the DAYSPA staff. We deliver it via email to our readers and archive it on dayspamagazine.com

Includes a text-only top banner along with a skyscraper ad (160 x 600), which clicks through to your website. Follow up leads with detailed tracking reports.

Custom e-newsletters also available.

Cost: \$1,125 each

Circulation: up to 60,000

Name & title: 27,500

Name only: 27,500

Related facilities (e.g., medical practices, beauty schools, etc.): 5,000



## **Email Blasts**

Deliver your marketing message direct to our readers via email. Give us copy and photos and we'll do the rest!

Cost: \$75 CPM targeted leads with a minimum of 5,000 (advertiser rate); \$125 CPM commercial rate

Circulation: up to 60,000  
(see above)

## **Videos**

Post a video on dayspamagazine.com to demonstrate how to use your products or to illustrate their benefits. Videos show your products and educators in action.

Cost: \$500 per month



## **Website Ads**

We'll even design your ads for you!



### **Cost:**

Full banner (468 x 60)	\$550
Skyscraper (120 x 600)	\$500
Vertical banner (120 x 240)	\$325
Leaderboard (728 x 90)	\$400
Text link	\$125
(All rates monthly with a three-month commitment; max. file size 20K)	

For more information, contact Diane Jones, Associate Publisher, at 800.442.5667, ext. 505, or DJones@creativeage.com.