

## Advance the industry with an exclusive sponsorship and lead generation program.

An exclusive opportunity to showcase your company's expertise in a given category while generating qualified leads.

### E-book

- Ranges from 16-36 pages: Includes technical articles from *Cosmetics & Toiletries* and up to 6 sponsored pages.
- Book focused on a trending category that editors drive in collaboration with sponsor. Some recommended topics are listed below, but we welcome suggestions to fit your branding goals.

**Sponsored pages:** You provide up to 6 pages of your choice.

### What's Included

#### Direct Leads

- Sponsor will receive contact information of every person who downloads the e-book over the 90 day marketing campaign.

#### Sponsor's Logo

- Included in the e-book and on all marketing collateral.

#### In the E-book

- Your logo on the cover corner and sponsored pages.
- Your company name & links on every page where sponsor website is listed.
- Up to 6 pages in the e-book.

#### On the Website

- The registration page will include your company logo, contact information, registration form (pre-populated for all logged-in users) and description of the e-book.
- Display ads on [CosmeticsandToiletries.com](http://CosmeticsandToiletries.com) linking to the page to download the e-book.



#### 90-day marketing campaign:

*Cosmetics & Toiletries* creates the ads to promote your sponsored e-book

- **Daily Newsletter:** display ads and text ads linked to e-book registration page
- **Website:** display ads & listing linked to registration page
- **E-blast:** Logo and book description linked to registration page

**Rate: \$16,500** – (Billed in 3 installments)

*Must book at least 13 weeks before the issue date.*

*Material is due 8 weeks before the issue date.*