

## Directly reach over 72,000 professionals Engaged in the Spa 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	✓	✓
Active Lead Forms Can Be Provided	✓	✓

- You choose the size of the reach.
- Resend to unopened contacts (must book at time of purchase; \$1,100 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:** \$10,175

**Half List:** \$5,575

### Partner Solutions Rate

**CPM\*:** \$210

**Full List:** \$11,325

**Half List:** \$6,225

*\*Minimum Orders Apply*

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