

## Demonstrate thought leadership and build confidence in nail professionals.

### Webcast

Sponsor prepares the content and delivers the presentation for the webcast; editors will provide a one- or two-minute opening introduction and may moderate a live Q&A at the end of the webcast, if sponsor desires. Webcast becomes a content asset that you own.

### Webinar

Editor develops the content, gathers speakers and will be part of the presentation. The content will cover subjects that are trending and highly engaging. This is a great option for sponsors who do not have a presentation prepared. Webinar remains the publisher's asset.

### What's Included

- **Leads from registered attendees**, both live and on-demand, will be provided to you.
- For webcasts: It will be a 60-minute webcast (45-minute presentation with a 15-minute Q&A, (approximately 25 slides)).
- A branding campaign through pre- and post-marketing for your company on *Nailpro's* website, in the newsletter, on social media and through dedicated emails.
  - Marketing starts 30 days before the live event.

### The marketing plan includes the following efforts:

#### Website

- 56,000 Monthly Website Visitors
- 9,000 Registered Website Users
- Ads run for 30 days before the air date
- Live for 90 days after the air date
- Archived on the website

#### Daily Newsletter

- 24,000 Newsletter Subscribers
- Display ad runs for 3 weeks before the air date

#### Social Media

- 1.6 Million Social Media Followers
- 2 Social Media Posts: The first post goes out 2 weeks before the air date and the second post goes out 1 week before the air date.

#### E-blast

- 22,000 E-blast Subscribers
- 2 E-blasts: the first e-blast goes out 2 weeks before the air date and the second e-blast goes out 1 day before the air date.
- Included in a recap email 1 week post-air date.

#### Customization

- 3 custom questions for the registration page
- Event poll, survey or Q&A data
- Sample Requests

## Webcast Material List

- Company Logo (hi-res, 300 dpi, eps preferred)
- URL with Link
- Webcast Title (Approx. 5 Words)
- Webcast Description (50 - 100 words)
- Webcast Agenda or 3-4 Bullet Point Takeaways
- Speaker Headshot(s)
- Speaker Bio(s)
- Speaker Contact Information
- Webcast Presentation
  - Completed Recording (video with slides)
  - PowerPoint Slide Deck (if using one)
- 3 Custom Questions for the Registration Page

## Webinar Material List

- Company Logo (hi-res, 300 dpi, eps preferred)
- URL with Link
- 3 Custom Questions for the Registration Page

## Deadlines

- Contract must be signed at least **60 days before** the air date.
- Materials are due at least **50 days before** the air date.
  - We cannot start marketing until we have all of the materials (see above).

**Webcast Rate: \$6,695    Webinar Rate: \$9,375**

## \*Missing Material Late Fee\*: \$500

*\*Missing Material Due Dates:* There is a \$500 late fee for missing a material due date. We do not want to charge late fees; our objective is to ensure you have a successful event. To do this, it requires that material is received at least 50 days before the air date and your powerpoint slides and recording are complete 25 and 15 days (respectively) before the air date.

