



representing
beauty & wellness
education
since 1924

ONLINE MEDIA BROCHURE

BEAUTY VENDORLINK

BEAUTY CAREERLINK

WINK ENEWSLETTER

CONVENTIONLINK
ENEWSLETTER

CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS

"I love *BeautyLink*! I consistently find inspiration that I take to the classroom in order to get the next generation of industry professionals excited about the career path that they have chosen."

Tawnya Savoie, Educator | Marinello Schools of Beauty

AMERICA'S VOICE IN HAIR, SKIN & NAIL EDUCATION:



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AACS was founded in 1924 and we are a national non-profit association open to all privately owned schools of Cosmetology Arts & Sciences. We specialize in updating our members with information about new teaching methods, current industry events, and legal updates from Washington, D.C.

ABOUT US AND OUR MEMBERS:

- Our members spend an estimated **\$100 million a year** on products and services.
- We represent **more than half of all privately owned beauty schools** in the country.

ABOUT OUR READERS:

- *BeautyLink* survey respondents indicated that they are more likely to consider purchasing products/services from companies that advertise in *BeautyLink*.
- Nearly 1 out of 4 respondents **directly contacted an advertiser** after seeing their ad in *BeautyLink*.
- 90% of *BeautyLink* survey respondents said that they **value *BeautyLink* as part of their job and membership**.
- More than half of all *BeautyLink* survey respondents said that they **view companies that advertise in *BeautyLink* as more supportive** of their profession than those who don't.

Source: 2013 Reader Survey, 2014 Marketing Questionnaire



BEAUTY CAREERLINK

This comprehensive resource lets future cosmetology students find the right school to jumpstart their career in the beauty and wellness industry.

Visitors can browse for financial aid resources or find AACS-member schools by location and specialty focus. Showcase the scholarship opportunities, classes and instructional techniques that make your school unique.

All opportunities on Beauty CareerLink are limited to AACS members. To learn more about joining AACS, visit www.beautyschools.org.

LEADERBOARD

RUN OF SITE

- Two positions will rotate 6 ads between them
- Complimentary Premier Listing

\$1,855

LEADERBOARD PACKAGE

\$3,200

- Includes 2 leaderboards
- One on Beauty VendorLink
- One on Beauty CareerLink

PREMIER LISTING

- Full-color logo, school name, address, phone, active Web link and email, school description, course and services listing and up to 5 detailed contacts
- Display a full-color photo and text description to potential students; hyperlink the photo directly to any page on your school's website
- 5 course/service category listings of your choice

1 Location:
\$310

Up to 5 Locations:
\$360

Up to 10 Locations:
\$410

Additional premier listings on top of complimentary listings from Banner Packages are \$200 per listing.



BEAUTY CAREERLINK:

Avg. 1,658 sessions per month
Avg. 1,407 unique visitors per month
Avg. 3.94 pages viewed per session
Avg. session duration is of 2:45
(numbers averaged from 05/2015 - 05/2016)

- 15% of site visitors visit the site more than once per quarter
- 50% of visitors come from beautyschools.org
- 27% come from beautychangeslives.org

HOME PAGE RECTANGLE

- Two positions rotating 2 ads each
- Complimentary Premier Listing

\$1,545



CURTAIN AD

- Exclusive position

\$2,575

STATE RECTANGLE

- Two positions rotating 4 ads each
- Complimentary Premier Listing

\$1,135

VIDEO UPGRADE

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

\$205

BEAUTY CAREERLINK IS ALSO LINKED TO THE BEAUTY CHANGES LIVES WEBSITE.



Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISING SPECIFICATIONS



ONLINE SPECIFICATIONS

For more information, visit www.naylor.com/onlinespecs

BEAUTYLINK DIGITAL MAGAZINE

DIGITAL SPONSORSHIP

550 x 480 pixels | JPG non animated, Flash/SWF* animated

DIGITAL TOOLBAR

250 x 50 pixels | JPG (no animation) | File size no greater than 100kb | 50 character limit

DIGITAL SKYSCRAPER

200 x 783 pixels | JPG non animated, Flash/SWF* animated

BEAUTY VENDORLINK & BEAUTY CAREERLINK

LEADERBOARD

- 728 x 90 pixels
- JPG or GIF accepted
- Max file size 100KB

HOME PAGE RECTANGLE/CATEGORY RECTANGLE/ STATE RECTANGLE

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100KB

CURTAIN AD

- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

PREMIER LISTING

LOGO: 240 x 120 pixels | JPG | File size no greater than 100kb

PRODUCT IMAGE: 240 x 240 pixels | JPG | File size no greater than 100kb | Animation must be no longer than 25 seconds (this includes multiple loops)

CONVENTIONLINK NEWSLETTER

HORIZONTAL BANNER

- 468 x 60 pixels
- Creative accepted: JPG
- Max file size 100KB.

VERTICAL BANNER

- 120 x 240 pixels
- Creative accepted: JPG
- Max file size 100KB.

WINK NEWSLETTER

RECTANGLE BANNER

- 300 x 250 pixels
- Creative accepted: JPG
- Max file size 100KB.

GENERAL ANIMATION GUIDELINES:

- SWF file must be accompanied with the Adobe FLA working and supporting files.
- Fonts need to be embedded within the animation.
- Bitmaps should have "smoothing enabled" for best render quality.
- Avoid transparency issues with web pages by creating a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Infinite loop is not allowed. A complete stop/stop action is mandatory after 25 seconds.
- We do not accept non-Adobe product SWF files generated from third party flash animation generators (For example: Swish).

*Flash Specifications for Digital Magazine

- Set the frames per second (FPS) to 24.
- Do not add buttons, button actions, web links or URL actions.
- Avoid any ActionScript that can affect the NextBook engine, such as the _parent layer of the animation, _level0 and _rootreferences, or global functions like setInterval.
- Files should be compressed best as possible.
- Publish or export SWF file for Flash Player 9 and ActionScript 3.0.

For more information, visit: www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Beauty CareerLink

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. Your logo will link to your website, so please provide the URL to which you would like your logo to link.

School Contacts - Up To Five

Please include **job title, phone number and email address**. Indicate which person should be referenced as the "primary" contact. All email addresses will be hyperlinked and active.

Company Description

This is strictly **textual information about your school**. You can include your school's mission statement, press releases, etc. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. All text should be provided in a Word document that allows us to cut and paste your description to your order. Each word in your school description is searchable via the "keyword" search function. Be thorough and include all elements of the courses/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

Website Activation

Please provide us with the **website URL to which your listing should link**. Your website will be listed along with your contact information and will be included each time anyone searches for your school by the various searching capabilities available.

Course Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.

Full-Color Image and Description

The size of your photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG, GIF or Flash/SWF format (animation must be no longer than 25 seconds). Your image can be hyperlinked to any page on your website, so please provide the URL to which you would like your image to link. You can also include a brief description (500 characters maximum) that will appear next to the image.

Video Upgrade - *Additional cost: \$200 (OPTIONAL)*

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

