

2018

AACS

REPRESENTING BEAUTY & WELLNESS EDUCATION

— SINCE 1924 —

Blink MAGAZINE

BEAUTY VENDORLINK

BEAUTY CAREERLINK

WINK ENEWSLETTER

MOBILE APP

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NAYLOR 
ASSOCIATION SOLUTIONS

CONTACT:

AMERICA'S VOICE IN HAIR, SKIN & NAIL EDUCATION

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 INDUSTRY:

- Our members spend an estimated **\$336 million** a year on products and services.
- We represent **over 500+ privately owned Beauty and Wellness schools** in the country.
- In the US, hair care salons generate more nearly **\$38 billion** a year in revenue.

ABOUT OUR READERS:

- *BeautyLink* survey respondents indicated that they are **more likely** to consider purchasing products/services from companies that advertise in *BeautyLink*.
- More than **2 out of 3 respondents** indicated that they took an action as a result of seeing an ad featured in *BeautyLink*. This included, contacting a company for more information, recommending the purchase of products and services, visiting an advertiser's website and purchasing an advertised product or service.
- **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.
- *BeautyLink* has a quarterly distribution to **7,000 cosmetology readers** including, more than **2,460 beauty school owners/managers**, approximately **3,700 beauty school educators** and over **900 industry partners**.

"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

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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 AACCS-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 AACCS members. To learn more about joining AACCS, visit www.beautyschools.org.

LEADERBOARD

RUN OF SITE

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

\$2,065

LEADERBOARD PACKAGE

\$3,570

- 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:

\$510

Up to 5 Locations:

\$565

Up to 10 Locations:

\$630

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



BEAUTY CAREERLINK:

Avg. **1,318 visits** per month

Avg. **1,117 unique visitors** per month

Avg. **4.08 pages** viewed per session

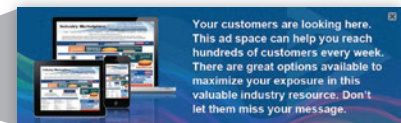
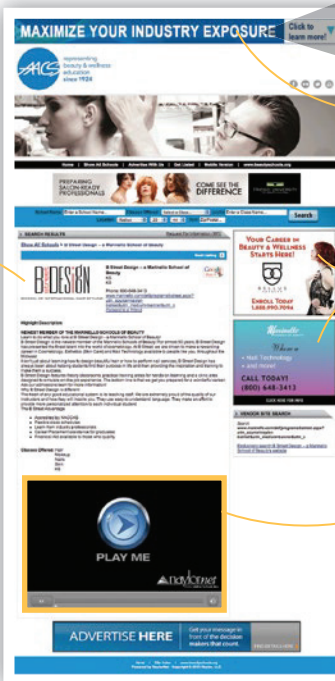
Avg. session duration is of **2:37 minutes**

Numbers averaged from 03/2017 to 03/2018

HOME PAGE RECTANGLE

- Two positions rotating 2 ads each
- Complimentary Premier Listing

\$1,720



CURTAIN AD

- Exclusive position

\$2,860

STATE RECTANGLE

- Two positions rotating 4 ads each
- Complimentary Premier Listing

\$1,265

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.

\$225

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

BEAUTY
CHANGES LIVES®

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

BEAUTYLINK DIGITAL MAGAZINE

For the latest digital edition specs, please visit:

www.naylor.com/onlinespecs

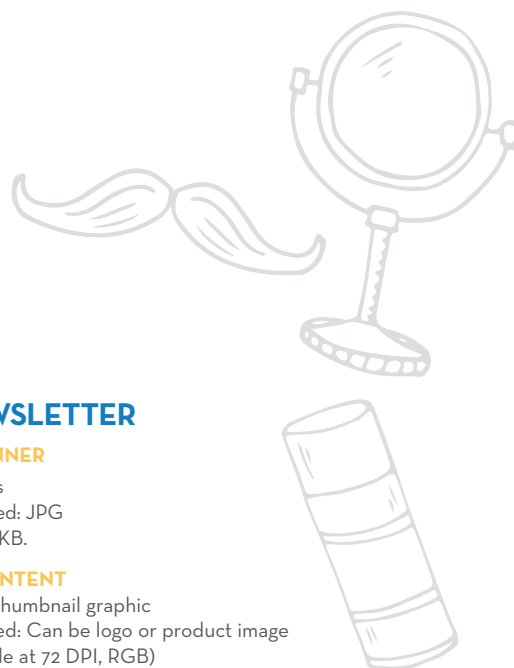
WINK ENEWSLETTER

RECTANGLE BANNER

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

SPONSORED CONTENT

- 180 x 150 pixels thumbnail graphic
- Creative accepted: Can be logo or product image (JPEG or PNG file at 72 DPI, RGB)
- Headline: 3-6 words supplied by advertiser
- Summary text: 30-50 words supplied by advertiser
- Weblink: Advertiser supplies URL to link at the bottom of text



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

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)

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

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