



2019

AACS

REPRESENTING BEAUTY & WELLNESS EDUCATION

— SINCE 1924 —

Blink MAGAZINE

BEAUTY VENDORLINK

BEAUTY CAREERLINK

WINK ENEWSLETTER

MOBILE APP

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NAYLOR 
ASSOCIATION SOLUTIONS

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 **\$839 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 **\$60 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 and 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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BeautyLink

DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

BeautyLink is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$1,800

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$1,300

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$650

4 2nd TOC Mobile Banner | \$500

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,750

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,500

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

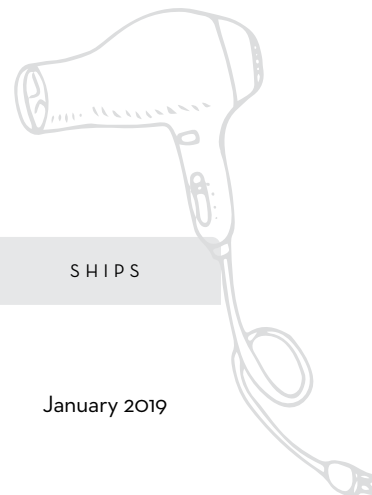
• 2/3 Page Insert | \$1,400

• Medium Insert | \$1,200

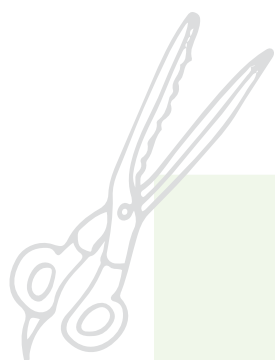
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/online specs

CONTENT PLAN AND GUIDELINES*



THEMES	EDITORIAL SUBMISSION DATE	SHIPS
Volume 11, Issue 1 Modernize	November 2018	January 2019
Volume 11, Issue 2 Enlighten "Today's Collaboration, Tomorrow's Victory" Bonus distribution at CEA Conference	February 2019	April 2019
Volume 11, Issue 3 Enrich "Today Student, Tomorrow's Professional"	May 2019	July 2019
Volume 11, Issue 4 Elevate "Today's Vision, Tomorrow Legacy" Bonus distribution at Annual Show	August 2019	October 2019



*Subject to change without notice.

IN EVERY ISSUE

- Letter from the AACCS President and CEA Chair
- The Workings of Washington
- ManLink
- And Then There's Compliance
- Multicultural Corner
- Step-by-Step
- Listserve Q & A
- Voices from the Classroom
- Beauty Changes Lives*
- Superstar Graduates
- People & Places
- New Products & Services
- Associate Member Profiles
- New School Members
- Upcoming Events



****BeautyLink editors are currently accepting submissions on these topics/departments.**

Submissions for general tips and techniques concerning hair, skin and nails are always welcomed.

Note that these types of features require an author's bio and a high-res headshot to be included with the submission.

Submissions that include both of these items will be given higher priority than articles sent in without these items.

Send all submissions and inquiries to editor@beautyschools.org.

**Subject to change without notice.

DISPLAY ADVERTISING RATES

NET FULL-COLOR RATES	1x	2x-3x	4x
Double-Page Spread	\$4,319.50	\$3,889.50	\$3,699.50
Outside Back Cover	\$3,299.50	\$3,049.50	\$2,929.50
Inside Front or Inside Back Cover	\$3,099.50	\$2,849.50	\$2,729.50
Full Page	\$2,579.50	\$2,329.50	\$2,209.50
2/3 Page	\$2,209.50	\$1,989.50	\$1,889.50
1/2 Page	\$1,649.50	\$1,479.50	\$1,409.50
1/3 Page	\$1,309.50	\$1,179.50	\$1,119.50
1/4 Page	\$999.50	\$899.50	\$849.50

DIGITAL EDITION RATES

HTML5 Ad (reader view)	\$1,750
Digital Edition Video (reader view)	\$1,500
Large Insert (reader view)	\$1,400
Medium Insert (reader view)	\$1,400

All rates are per issue

BONUS VISIBILITY: All rates include a direct link from your company's ad in our *BeautyLink* digital edition to your website. Ask your account executive about additional branding solutions available with the digital edition.

DIRECT-MAIL OPPORTUNITY*

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *BeautyLink* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the magazine will ensure tremendous exposure for your company.

You also have the option to include your direct-mail piece as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece to Naylor; high-resolution PDF file is preferred. If you would like to recreate your direct-mail piece as an animated Flash file, additional charges will apply.

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.



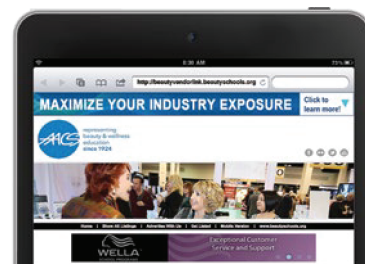
Online Specifications – For more information, visit: www.naylor.com/onlinespecs

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.

BEAUTY VENDORLINK

This online resource connects beauty professionals to the products and services they need! Capture the attention of cosmetologists, hair stylists, nail technicians, estheticians and the rest of the beauty industry by placing a display ad or listing on *Beauty VendorLink* and telling them about your company.

In a recent survey, *Beauty VendorLink* readers said that they visited an advertiser's website, **purchased an advertised product, recommended a product for purchase or contacted companies** for more information after seeing an ad in *Beauty VendorLink*.



BEAUTY VENDORLINK:

Avg. **More than 790** page views per month

Avg. **4 pages** viewed per session

Avg. session duration is of **2:55 minutes**

Numbers averaged from 09/2017 to 08/2018



HOME PAGE RECTANGLE

HOME PAGE

- Two positions—will rotate 4 ads between them
- Complimentary Premier Listing

\$1,230

LEADERBOARD

RUN OF SITE

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

\$2,050

LEADERBOARD PACKAGE

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

\$3,570



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.

\$295 Members

\$450 Non-members

PREMIER LISTING

- Full-color logo, company name, address, phone, active Web link and email, company description, products and services listing, and up to 5 detailed contacts
- Display a full-color product photo and text description to potential customers; hyperlink the photo directly to any page on your company's website
- 5 product/service category listings of your choice, additional category listings are \$50 each

\$495 Members **\$645** Non-members

CURTAIN AD

- Exclusive position

\$3,885

CATEGORY RECTANGLE

CATEGORY

- Two positions rotating 2 ads each
- Complimentary Premier Listing

\$620

CATEGORY SPONSOR

- For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors—no scrolling required.

TOP PREMIER LISTING:

Members **\$645** Non-members **\$795**

SECOND PREMIER LISTING:

Members **\$595** Non-members **\$745**

THIRD PREMIER LISTING:

Members **\$545** Non-members **\$695**

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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. **4,438** page views

Avg. **1,033** unique visitors per month

Avg. **3.7** pages viewed per session

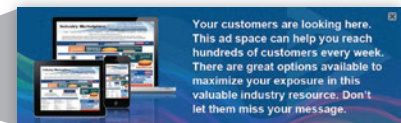
Avg. session duration is of **2:19** minutes

Numbers averaged from 09/2017 to 08/2018

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®

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WINK ENEWSLETTER

Delivered every week to the inboxes of more than 2,500 AACS members, WINK lets members know what your company has to offer while keeping them informed about upcoming events, member insights, news, and online training.

WHY PARTICIPATE?

- Delivers your message directly to the inbox of more than 2,500 members on a regular basis.
- Ads featured on WINK regularly receive more than 4,000 impressions!
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

TOP RECTANGLES

300 x 250 pixels

12 Months - \$3,890

- Just 2 positions available.

MIDDLE RECTANGLES

300 x 250 pixels

12 Months - \$3,390

- Just 2 positions available.

SPONSORED CONTENT

Display your company in between popular sections of the newsletter along with text.

12 Months - \$2,785

- Just 2 spots available.

LOWER RECTANGLES

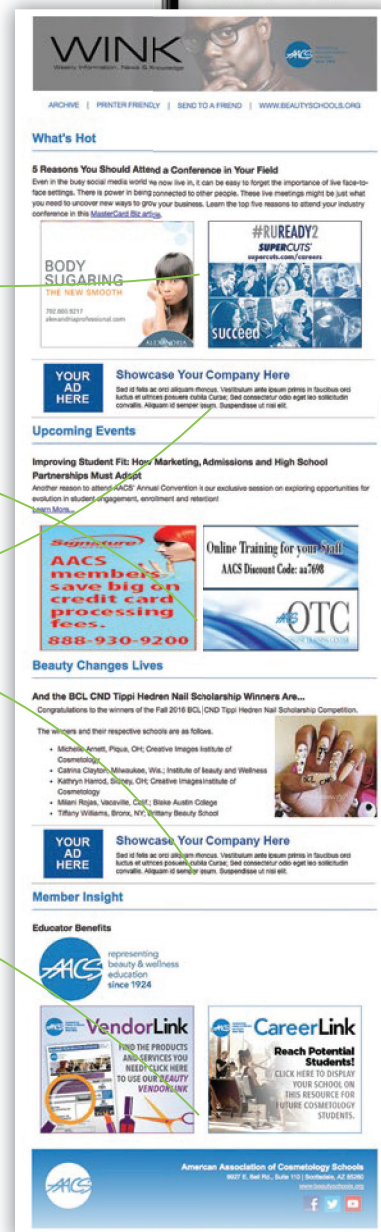
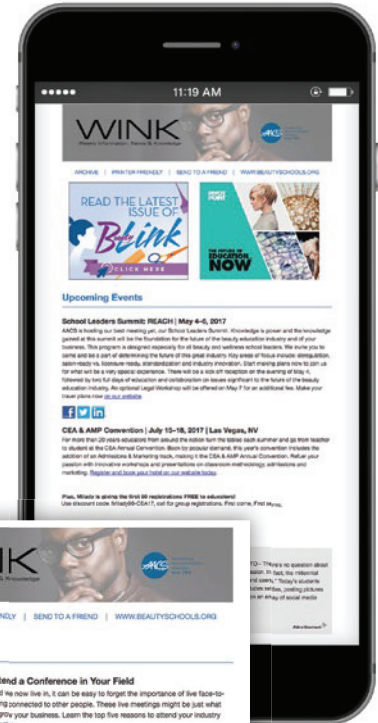
300 x 250 pixels

12 Months - \$2,785

- Just 2 positions available.

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

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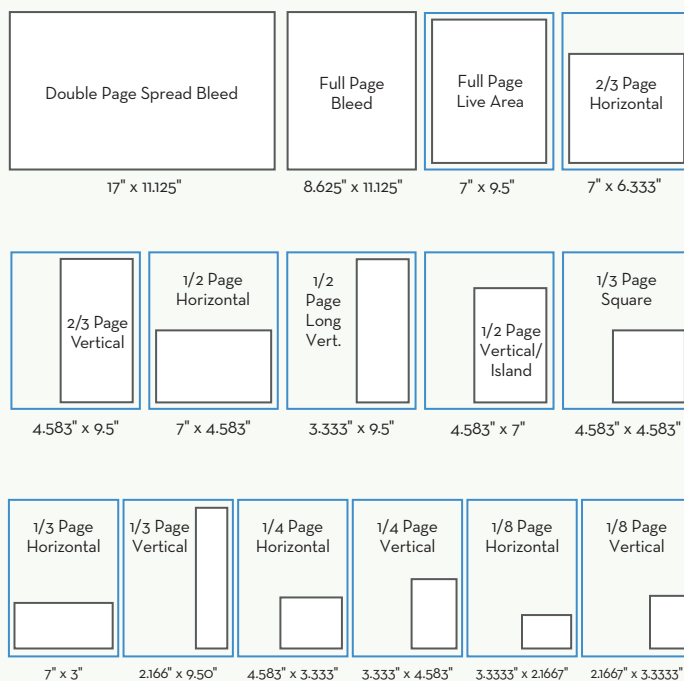


ADVERTISING SPECIFICATIONS



BEAUTYLINK PRINT MAGAZINE

Trim Size: 8.375" x 10.875" **DPS Live Area:** 15.417" x 9.5"



BEAUTYLINK DIGITAL MAGAZINE

For the latest digital edition specs, please visit:

www.naylor.com/onlinespecs

Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com

PLACEMENT GUARANTEE

15% premium.

PROOFS AND REVISIONS

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.

AD AGENCY COMMISSIONS

All prices are net. Ad agency commissions are not included in quoted price.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

Naylor Association Solutions

5950 NW 1st Place
Gainesville, FL 32607
Toll Free: 800-369-6220
Fax: 352-332-1252

SPECS FOR OUTSERT/INSERTS

1 Pg / 1 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

1 Pg / 2 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

2 Pg / 4 Surface 8.375" x 10.875"

Postal flysheets 8.5" x 11"

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ADVERTISING SPECIFICATIONS

ONLINE SPECIFICATIONS

BEAUTYLINK DIGITAL MAGAZINE

For the latest digital edition specs, please visit:

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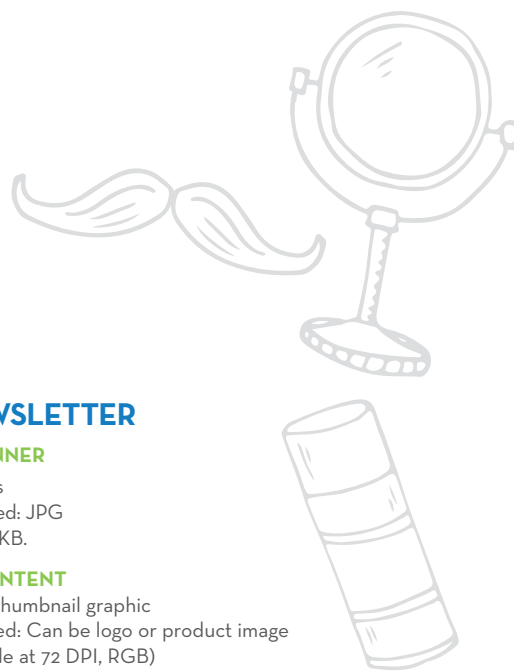
WINK ENEWSLETTER

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 : 970 x 75 pixels
- Billboard : 970 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

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