

E-MEDIA



Reach an Active Online Community of Experienced Spa Professionals

Advertise on the new **dayspamagazine.com**—more content, more resources, more interactivity! *DAYSPA's* online community is growing fast! Now with 19,000 visitors and 35,000 page views, more spa professionals are utilizing the new **dayspamagazine.com**, actively searching for business information, education and industry news to help improve their businesses.

ADVERTISING & SPONSORSHIPS

Available Banners	Full Banners	Skyscrapers	Vertical Banners	Leaderboards	Sponsored Text Links
Page Location	Above the fold on all pages, within the top header	Right-hand column only, next to content	Right-hand column only, next to content	Below the fold, directly above the footer	Text-only with click-through link. Right-hand column on most pages beneath banner
Size	468 x 60	120 x 600	120 x 240	728 x 90	Text (up to 25 characters)
Rate*	\$550	\$500	\$325	\$225	\$125

*Minimum commitment is three months. All banners should be 15-20K maximum file size.

Get One-on-One Face Time for Your Brand with *DAYSPA's e-Minutes*.

This interactive newsletter:

- Reaches 9,000 spa professionals each month.
- Provides quick and pithy information on key issues and products, plus a profile of a successful premium spa treatment.
- Reinforces your print advertising and web campaigns.
- Creates a powerful virtual environment where qualified readers see, read and act on your marketing message.

ADVERTISING & SPONSORSHIPS

Available Banners	Page Location	Size	Rate*
Primary Sponsorship	Top right-hand banner and a top-level text link	120 x 240	\$855
Secondary Sponsorships	Right-hand banner in second or third position	120 x 240	\$675
Exclusive Sponsorship	Right-hand skyscraper banner and top-level text link	120 x 600	\$1,125
Star Treatment Sponsorship	Special editorial segment with link to your website	[no size]	\$1,035
DAYSPA e-Question	Sampling opportunity! Survey question and contest	[no size]	\$360
Sponsored text links	One-line links under the third banner; multi-line links are available.	17 characters per line	\$225-\$250

**e-Minutes'* frequency discounts: 6x advertisers 1x rate less 15%; 12x advertisers 1x rate less 25%.

Custom sponsorships for **dayspamagazine.com** and *e-Minutes* available upon request. See **dayspamagazine.com/advertise.php** for editorial calendars and production specs.

