

DAYSPA *DS Minutes*

Email Newsletter Advertising Specifications

Following are technical advertising specifications for DAYSPA's *DS Minutes*. Please direct any further questions to Madlen Martinez, Production Manager, at 818/782-7328, ext. 522 or mmartinez@creativeage.com.

PRIMARY SPONSORSHIP

Opportunity includes the primary advertising banner position, in the right-hand column with "above-the-fold" positioning, as well as a 60-character sponsorship link directly below the newsletter header.

Banner Dimensions: Vertical ad unit, 120 x 240 pixels.

Format: GIF or JPEG. 15-20k max file size.

Sponsorship Link: Provide text of 60 characters (including space) and the directing URL (max. of 100 characters). Ideally this text is a call to action, directing visitors to a unique landing or product page, or your home page. The more custom the landing page is to the readership, the better the click-through rate. Note: The text visible in the newsletter will be coded for tracking purposes and will not appear the same as the linking URL.

SECONDARY SPONSORSHIP

Opportunity includes the secondary advertising banner position in the right-hand column, directly beneath the Primary Position.

Banner Dimensions: Vertical ad unit, 120 x 240 pixels.

Format: GIF or JPEG. 15-20k max file size

EXCLUSIVE SPONSORSHIP

Opportunity includes one 120 x 600 skyscraper banner and a top-level text link. It is the only paid advertising banner position, in the right-hand column with "above-the-fold" positioning; as well as a 60-character sponsorship link directly below the newsletter header.

Banner Dimensions: Vertical ad unit, 120 x 600 pixels.

Format: GIF or JPEG. 15-20k max file size.

Sponsorship Link: Provide text of 60 characters (including space) and the directing URL (max. of 100 characters). Ideally this text is a call to action, directing visitors to a unique landing or product page, or your home page. The more custom the landing page is to the readership, the better the click-through rate. Note: The text visible in the newsletter will be coded for tracking purposes and will not appear the same as the linking URL.

SPONSORED LINKS

Opportunity includes two options: a 17-character sponsorship link directly below the third banner position, or a two-line sponsorship, 17-characters each line.

Link Specifications: Provide text of 17 characters (including space) per line, and the directing URL (max. of 100 characters). Ideally this text is a short call to action or enticing words, directing visitors to a unique landing or product page, or your home page. The more custom the landing page is to the readership, the better the click-through rate. Note: The text visible in the newsletter will be coded for tracking purposes and will not appear the same as the linking URL.

DELIVERY METHODS

Email GIF or JPEG files as an email attachment to: bshepherd@creativeage.com.

Include any link text and URLs in the body of the email.

DUE DATES

Creative must be received five (5) business days prior to flight/broadcasting date.

For sales- or rate-related questions, contact Diane Walker at 800/442-5667, ext. 505 or email dwalker@creativeage.com.

For technical or production-related information or questions, contact Madlen Martinez at 818/782-7328, ext. 522 or mmartinez@creativeage.com.

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DAYSPA

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7628 Densmore Ave., Van Nuys, CA 91406-2042 • 818/782-7328 • 800/442-5667
Fax 818/782-7450 • www.dayspamag.com

