



# ONLINE MARKETING

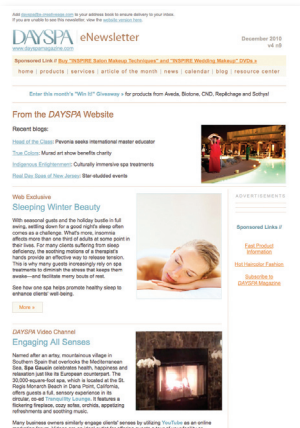
**dayspamagazine.com**

## DAYSPA eNewsletter

Enjoy exclusive sponsorship of the *DAYSPA* eNewsletter, written with original content developed by our staff and delivered via email to our readers.

Includes a medium box along with a leaderboard ad (728 x 90), both of which click through to your designated landing pages. Follow up leads with detailed tracking reports.

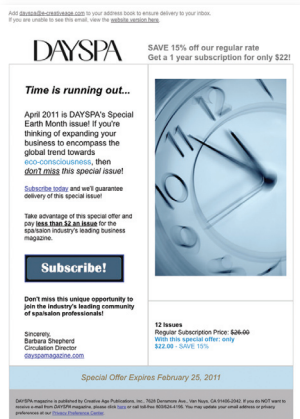
Cost: \$1,125 each  
Circulation: 12,500



## Email Blasts

Deliver your marketing message directly to our database via email.

Cost: \$75 CPM targeted leads with a minimum of 1,000 (advertiser rate);  
\$225 CPM commercial rate  
Circulation: up to 60,000

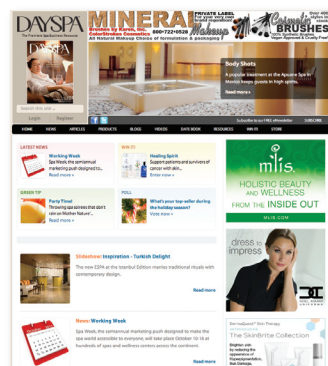


## Videos

Post a video on dayspamagazine.com to demonstrate how to use your products or to illustrate their benefits. Videos show your products and educators in action.



## Website Ads



### Costs:

Medium Box (300 x 250)  
Leaderboard (728 x 90)

\$500  
\$550

For more information, contact Diane Jones, Associate Publisher, at 800.442.5667, ext. 505, or DJones@creativeage.com.