



HairNewsNetwork.com

ALL
HAIR,
ALL
THE
TIME

2012

Media Kit



HairNewsNetwork.com

Our Mission

WHAT IS HNN?

Hair News Network is the premier global directory and essential guide regarding the hair and beauty industry providing professional resources, events and education, and listing options for professionals reaching out to potential clients and customers.

As a comprehensible directory of navigational ease to the consumer, Hair News Network provides an ultra-efficient list of everything; professionals, destinations, retail suppliers...and more...to satisfy your every query regarding the hair and beauty industry.

OUR MISSION...

At Hair News Network, we work to help people and businesses throughout the world discover each other.

It is our belief at Hair News Network that high quality professional advertising should be affordable for everyone.

Hair News Network intends to set standards of excellence with high regard to professional relations.

We will continue to develop our unique brand positioning, to maintain and grow our solid brand recognition, and to adhere to high quality design and marketing standards.

This is our mission. Everything we do reflects this mission and the values that make it possible.





HairNewsNetwork.com

Benefits



WHY ADVERTISE ON HNN?

Hair News Network provides an ultra-efficient list of everything; professionals, destinations, retail suppliers... and more... to satisfy your every query regarding the hair and beauty industry. **For just pennies a day, you can expand your online presence to potential clients, network with fellow professionals and gain exposure globally all with one easy-to-use website – HairNewsNetwork.com**

WHO WILL VISIT HNN?

Compliment your current online advertising and network with:

- **Current and Future Customers**
- **Fellow Professionals**
- **Retail Suppliers**
- **Wholesale Resources**
- **International Fashion and Beauty Companies**
- **News, Events, Shows and Education**

**FOR LIMITED
TIME!**
**COMPLIMENTARY
WELCOME RATES**

*See our Welcome Packages
on page 8 for more information!*

ALL HAIR, ALL THE TIME



HairNewsNetwork.com

Premier Sponsorship

HNN PREMIER SPONSORSHIP Landing Page (reserved for corporate advertisers)

Lock in your premier presence on HNN, and expose your quality product and beauty lines to a vast global audience of consumers and professionals.

ROTATING AD 548 X 706: \$499.00

ADDITIONAL ROTATING AD: \$399.00

PLUS, ENJOY THESE ADDED BENEFITS:

• **FEATURED LISTING**

Links to page with description, name address, phone number and website link (see page 7)

• **VIP FEATURED LISTING**

Want more features?

Upgrade your Featured Listing to VIP for only **\$5.95** per month and get these additional features (see page 7):

- Slide Show
- Embedded YouTube Video
- Social Network Feed
- Google Maps



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HairNewsNetwork.com

Banner Advertising

HNN CATEGORY BANNER ADS LOCK IN YOUR EXPERTISE!

Looking for more exposure? Consider high-exposure banner advertising to compliment your current online presence.

TOP PAGE

- Leader-board
728 x 90: \$39.95
 - Rectangle (Top 3)
300 x 350: \$34.95
 - Right Wide Tower
160 x 600: \$34.95
(room for 1 on top page)
 - Full Banner
468 x 60: \$29.95
(between Featured and Free Listings)
- *SEE PAGE 7 for SIZES.*

BENEATH THE FOLD

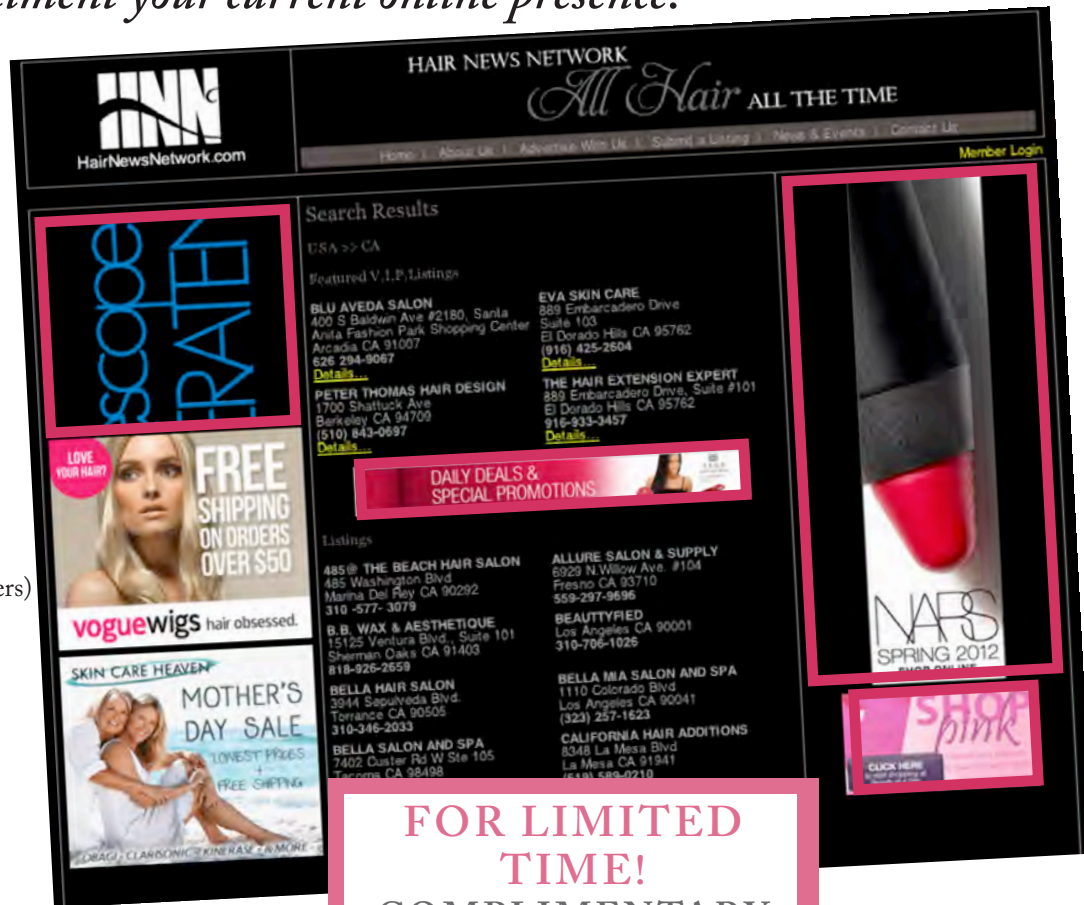
- (additional 300 x 350 rectangles and towers)
- Rectangle
300 x 350: \$24.95
 - Right Wide Tower
160 x 600: \$24.95
 - Rectangle
300 x 100: \$14.95
 - Button
180 x 150: \$9.95
- *SEE PAGE 7 for SIZES.*

NEED ARTWORK?

Contact design@hairnewsnetwork.com and we can quote you any design services you need to make a professional ad!

PLUS, ENJOY THESE ADDED BENEFITS:

- **FEATURED LISTING**
Links to page with description, name address, phone number and website link (see page 7)
- **VIP FEATURED LISTING**
Want more features? Upgrade your Featured Listing to VIP for only **\$5.95** per month and get these additional features (see page 7):
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HairNewsNetwork.com

Search Advertising

GRAB THE VISITORS ATTENTION WITH GENERAL SEARCH PAGE ADVERTISING

Appear to those visitors who are not sure what or where they are looking for... lock in a General Search Page Advertising slot!

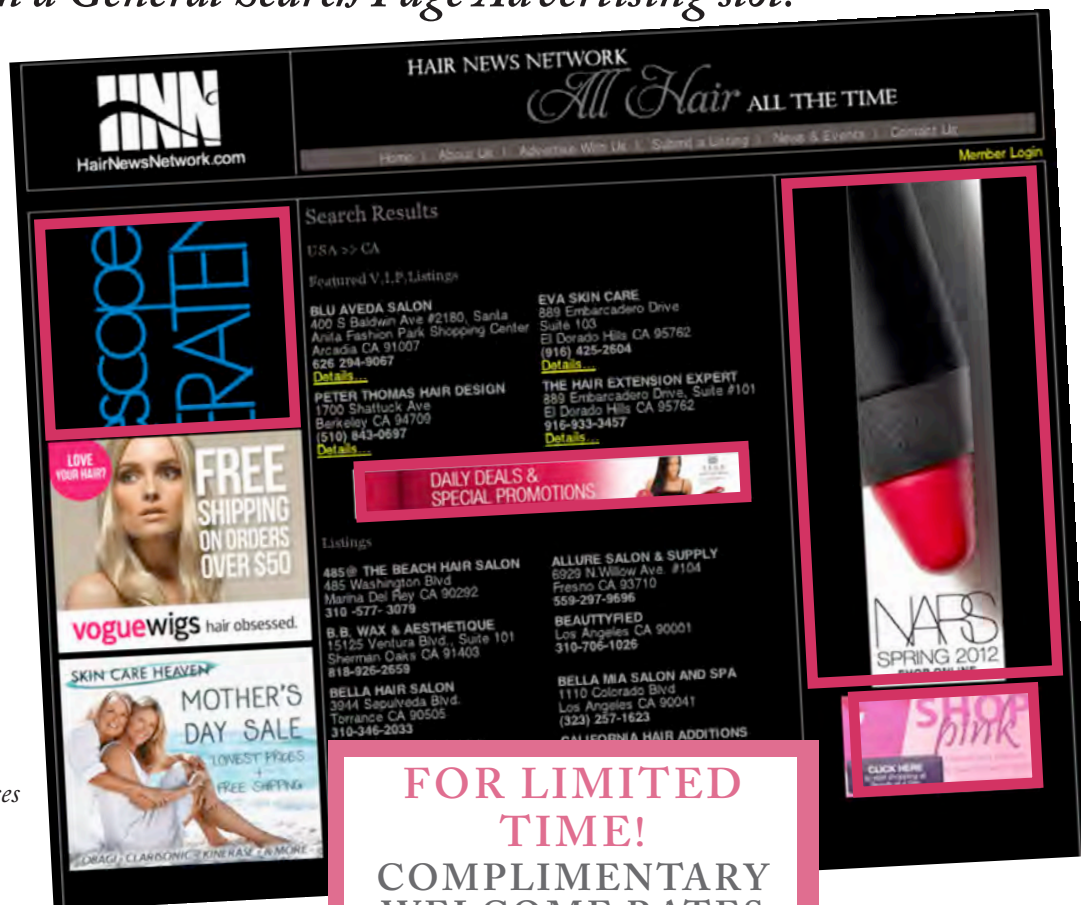
TOP PAGE

- Leader-board
728 x 90: \$39.95
- Rectangle (Top 3)
300 x 350: \$34.95
- Right Wide Tower
160 x 600: \$34.95
(room for 1 on top page)
- Full Banner
468 x 60: \$29.95
(between Featured and Free Listings)

**SEE PAGE 7 for SIZES.*

NEED ARTWORK?

Contact design@hairnewsnetwork.com and we can quote you any design services you need to make a professional ad!



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PLUS, ENJOY THESE ADDED BENEFITS:

• FEATURED LISTING

Links to page with description, name address, phone number and website link (see page 7)

• VIP FEATURED LISTING

Want more features? Upgrade your Featured Listing to VIP for only **\$5.95** per month and get these additional features (see page 7):

- Slide Show
- Embedded YouTube Video
- Social Network Feed
- Google Maps



HairNewsNetwork.com

Banner Sizes

LEADER-BOARD 728 X 90 @ \$39.95

FULL BANNER 468 X 60 @ \$29.95
(between Featured and Free Listings)

RECTANGLE (TOP 3)
300 X 350 @ \$34.95

**BENEATH
THE FOLD**
(additional rectangles)
RECTANGLE
300 X 350 @ \$24.95

BENEATH THE FOLD
RECTANGLE
300 X 100 @ \$14.95

BUTTON
180 X 150
@ \$9.95

RIGHT
WIDE
TOWER
160 X 600
@ \$34.95
(Room for
1 on top page)

**BENEATH
THE FOLD**
(additional
towers)
RIGHT
WIDE
TOWER
160 X 600
@ \$24.95

NEED ARTWORK?

Contact design@hairnewsnetwork.com and we can
quote you any design services you need to make a professional ad!



ARTWORK REQUIREMENTS

Artwork requirements for banner ads must be submitted at the correct dimensions (see page 5) and must be submitted as an electronic graphic file in the following accepted electronic formats:

- .PNG or .JPG or .GIF
- Artwork design (including all elements used to make artwork) resolution settings must be 96 DPI (dots per inch).
- Color should be formatted with RGB settings.
- All files must have fonts converted to outlines & graphics embedded.
- Please include the URL the ad should be linked to.

We cannot scale your artwork to fit the ad space. Materials must be provided in web-ready format, or customer will be billed design/production charges to make materials web-ready. Web-ready materials means electronic files that are already in GIF or JPEG format which conform to the mechanical specifications outlined on page 5.

DELIVERY OF ARTWORK

Artwork should be sent via e-mail to design@hairnewsnetwork.com

It is the responsibility of the advertiser to secure delivery of artwork to the webmaster.

CLOSING DATES

The following must be received by Hair News Network prior to any ad being posted:

- 1) Payment for the first posting billing cycle ;
- 2) Final approval of artwork;
- 3) Electronically signed advertising agreement.

In order to receive exposure on the Hair News Network, electronically signed advertising agreement, artwork and agreed upon INITIAL TERM must be received by Hair News Network before along with your listing submission. Hair News Network may take up to 72 hours to post. Please note that there is a 90 day listing minimum. Introductory specials will recur at normal advertising rates following the 90 day introductory special. All orders not cancellable after an ad is posted.

All banner/button ads may be updated once per month.

WEB SITE AD DESIGN COSTS

Design is available should the advertiser require assistance producing the artwork to specified requirements. Clients requiring artwork design or artwork built to requirement, must submit copy, any graphics and the URL of the site the ad is to be linked to before ad design may begin. Email design@hairnewsnetwork.com with information and a quote will be provided for design services. Delay in submission of said items will result in a delay of ad posting.



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Listings

HNN PREMIER LISTINGS

Dramatic, exponentially increase your online presence for as little as 10¢ a day!

VIP FEATURED LISTING

Only \$5.95 per month!

- Links to page with description, name address, phone number and website link
- Slide Show
- Embedded YouTube Video
- Social Network Feed
- Google Maps

FEATURED LISTING

Only \$2.95 per month

- Links to page with description, name, address, phone number and website link

FREE BASIC LISTING

- Name, Address, Phone Number

MEMBERSHIP

For anyone who is NOT a sponsor advertiser (Feature Listings and Banner Ads) who would like to access our Members Area, an annual recurring membership fee of **\$19.95** will gain them unlimited access.

Annual Membership \$19.95 per year

Member Profile

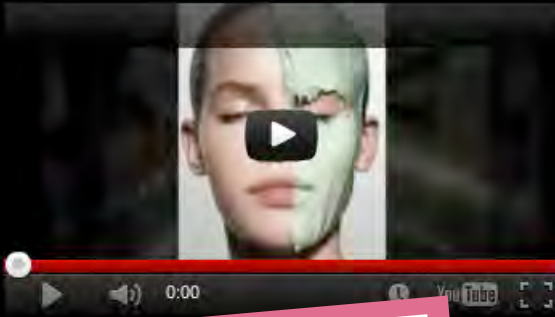
BLU AVEDA SALON
400 S Baldwin Ave #2180, Santa Anita Fashion Park Shopping Center
Arcadia CA 91007
626 294-9067

www.blusalonaveda.com/

Driving Directions

Pamper yourself from head to toe at one of LA's top salons.

Rated one of the top 5 salons in Los Angeles, BLU Aveda Salon is known for their outstanding color services and award winning hair design. A full service salon offering the best in hair color, skin services and [Aveda products](#). BLU uses only Aveda Hair Color that is 94-99% naturally derived from plant extracts and infused with nurturing plant oils for shiner, healthy looking hair.



FOR LIMITED TIME!
COMPLIMENTARY WELCOME RATES
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Listings	
485@ THE BEACH HAIR SALON 485 Washington Blvd Marina Del Rey CA 90292 310-577-3079	ALLURE SALON & SUPPLY 8929 N Willow Ave. #104 Fresno CA 93710 559-297-9696
B.B. WAX & AESTHETIQUE 15125 Ventura Blvd., Suite 101 Sherman Oaks CA 91403 818-926-2659	BEAUTTYFIED Los Angeles CA 90001 310-706-1026
BELLA HAIR SALON 3914 Sepulveda Blvd. Torrance CA 90505 310-346-2033	BELLA MIA SALON AND SPA 1110 Colorado Blvd Los Angeles CA 90041 (323) 257-1623
BELLA SALON AND SPA 7402 Custer Rd W Ste 105 Tacoma CA 98498 (253) 561-2396	CALIFORNIA HAIR ADDITIONS 8348 La Mesa Blvd La Mesa CA 91941 (619) 589-9210
CALLIE MAE'S HAIR DESIGN 24275 Sunnymead Boulevard Moreno Valley CA 92553 (951) 247-3333	CAPELLI LOUNGE 1001 Gayley Ave Los Angeles CA 90024 310.824.2711



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Welcome Packages



COMPLIMENTARY WELCOME PACKAGES

Our advertising rates are kept very affordable and at a very fair price because we believe quality advertising should be available to everyone. Such being, discounts otherwise given are automatically built in to our rate scale. All advertising is billed 3 months in advance through our secure merchant server, and all major credit cards are accepted. This way your ad will continue to draw attention without interruption.

INTRODUCTORY OFFERS

Hair News Network would like to invite all Featured Listing advertisers to experience the benefits of our VIP Featured Listing with a **complimentary Welcome Package for the first 3 months of advertising with us.**

Sign up for your Featured Listing and you will automatically be promoted to the VIP Featured Listing level. Should you wish to change your status at the end of your 3 month Welcome, you will be able to do so within your online account.

Our Professional Resource Advertisers are invited to join us with a complimentary 6 months Welcome Package with an VIP Feature Listing in the Members Guide.

Following the 6 month welcome gift you are invited to continue your advertising uninterrupted by doing nothing and will be billed automatically quarterly.



HairNewsNetwork.com

Contact Us



CONTACT US TODAY!

Hair News Network
5960 South Land Park Drive #263
Sacramento, California 95822

(916) 920-4247

WWW.HAIRNEWSNETWORK.COM

SALES:

customerservice@hairnewsnetwork.com

DESIGN:

design@hairnewsnetwork.com

ALL HAIR, ALL THE TIME