



2006 Advertising Rates for BeautyPlusPower.com



Homepage Advertising Options:

468x60 Banner - \$250

180x80 Banner - \$175

Scoop Feature
(up to 35 characters)
1 week - \$50

Please note, homepage advertising is very popular and must be requested at least 1-2 months in advance. Please inquire for availability.

Shopping Directory Advertising Options:

468x60 Banner - \$175

180x180 Banner - \$125

120x600 banner may be used instead for the same price.

For advertising within Shopping Directory categories, please see the following page



"Because size has nothing to do with style."



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Shopping Directory Advertising Options:

468x60 Banner - \$100

180x180 Banner (L) - \$100

120x240 Banner (R) - \$75

Some categories are more popular than others so please inquire as to availability.



ShopNow! Advertising Options:

ShopNow! is a new area to the Beauty Plus Power site where readers can see specific products from assorted retailers. This is one of the best converting areas of our site, so take advantage of it today!

5 items in ShopNow! - \$50

10 items in ShopNow! - \$100

468x60 Banner in ShopNow! - \$100

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Budget Advertising Options:

120x90 banner in our blog AND a banner in your Shopping Directory Listing - \$50



OR:

468x60 Banner in Spotlight - \$75
468x60 Banner in Scoop - \$75

180x180 Banner in Spotlight - \$50
180x180 Banner in Scoop - \$50



Email Campaign Advertising Options:

Spread news of your latest sale, promote a special coupon to BeautyPlusPower.com readers or announce exciting news about your site. Our mailing list is composed of fashion conscious plus size shoppers and has an extremely high open rate and averages an amazing 25% clicks-to-purchase rate for our advertisers!

\$200 for email inclusion. Spots are limited so please reserve at least 1 month in advance.

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Submission Guidelines:

PACKAGE DISCOUNTS:

If you choose more than 1 advertising option, you may be eligible for a significant discount. Some of our advertisers are able to save hundreds of dollars a month this way. Please list the options you are interested in and we will let you know the discount available.

DURATION:

Please select the options that best suit your needs. Advertising is month to month and all rates reflected are monthly unless otherwise noted.

Certain advertising options, such as Shopping Directory listing banners, may be reserved in 3 month blocks. Others however, such as email inclusion, can not be done 2 months in a row.

PAYMENT:

You will be invoiced for your advertising in the month prior to starting your campaign. Checks must be received by the last day of the month in order to run advertising for the following month.

Please make checks payable to Lisa Alpern and mail them to:

Lisa Alpern
92 7th Avenue
Apt 5
Brooklyn, NY 11217

CONTACT:

If you have any questions or need help choosing the best advertising options for you, please email lisa@beautypluspower.com or call 917-992-4559.

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