

Exclusive Sponsorship - \$3000 per month
 Available Pages: Hot Hair Products, Style World, Hair Care, That's Entertainment, Let's Makeup, Tips and Tones, How Tos, The Salon Zone
 Exclusive Sponsorship includes:

- Rotation in Home Page Top Banner
- Rotation in Home Page Right Medallion
- Exclusivity Top Banner and Medallions on your Sponsorship Section

Banners

Home Page Top Banner (A) - \$30 CPM
 Dimensions: 728 x 90 pixels

Home Page Top Right Medallion (B) - \$25 CPM
 Dimensions: 300 x 250 pixels

Home Page Lower Right Medallion (C) - \$20 CPM
 Dimensions: 300 x 250 pixels

Sub Page Top Banner (A) - \$20 CPM
 Dimensions: 728 x 90 pixels

Sub Page Top Right Medallion (B) - \$15 CPM
 Dimensions: 300 x 250 pixels

Sub page Lower Right Medallion (C) - \$10 CPM
 Dimensions: 300 x 250 pixels

Advertorial Product of the Week

\$1500 per month
 Advertorial Includes: Photo, Logo, Headline & 300 word product description; Exclusive in Hot Hair Product Section for 1 week and available in archive

Video

Video Pre-Roll (D) - \$30 CPM
 Dimensions: 320 x 240 pixels; 15 Seconds;
 WMV, MPEG, MOV, FLV Format

Video Post-Roll (D) - \$15 CPM
 Dimensions: 320 x 240 pixels; 15 Seconds;
 WMV, MPEG, MOV, FLV Format

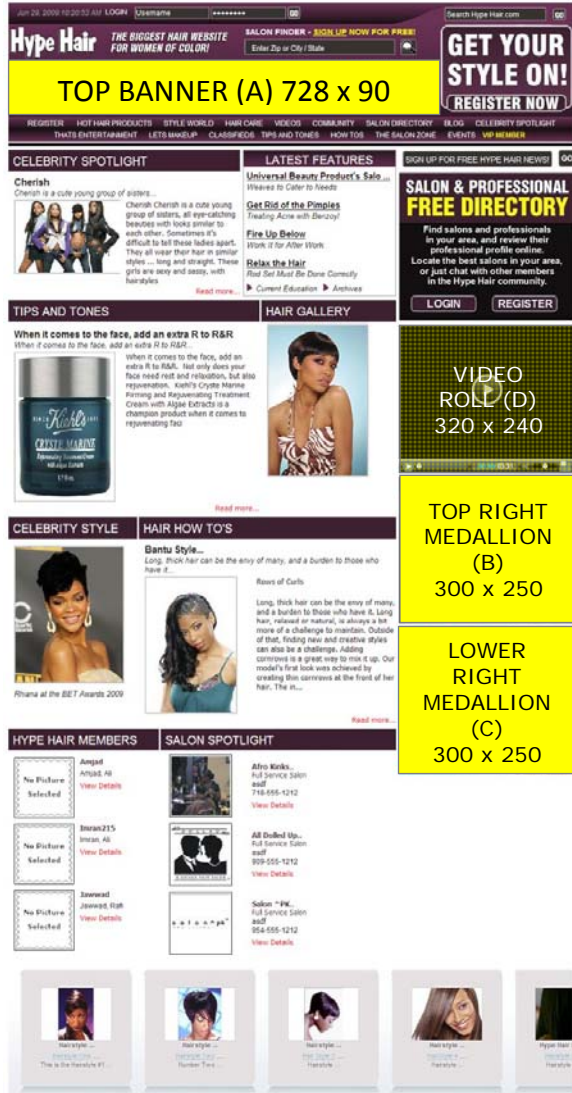
Long Form Video - content must be reviewed by HypeHair.com; please contact your sales rep

Newsletter

Skyscraper Banner - \$1000 per month
 Dimensions: 120 x 600 pixels

Top Banner - \$750 per month
 Dimensions: 468 x 60 pixels

Middle Banner - \$500 per month
 Dimensions: 468 x 60 pixels



VIDEO ROLL (D)
 320 x 240

TOP RIGHT MEDALLION (B)
 300 x 250

LOWER RIGHT MEDALLION (C)
 300 x 250

MEDIA SPECS

Banners Formats:

- 40K max file size
- Format: Flash Version 6 or higher, GIF or JPEG

Video Formats:

- Format: WMV, MPEG, MOV, FLV

Please note: custom banner programming available, please contact us for specific needs.

For Advertising, please call **212.490.1617** or email us at: advertising@hypehair.com