

Happi.com



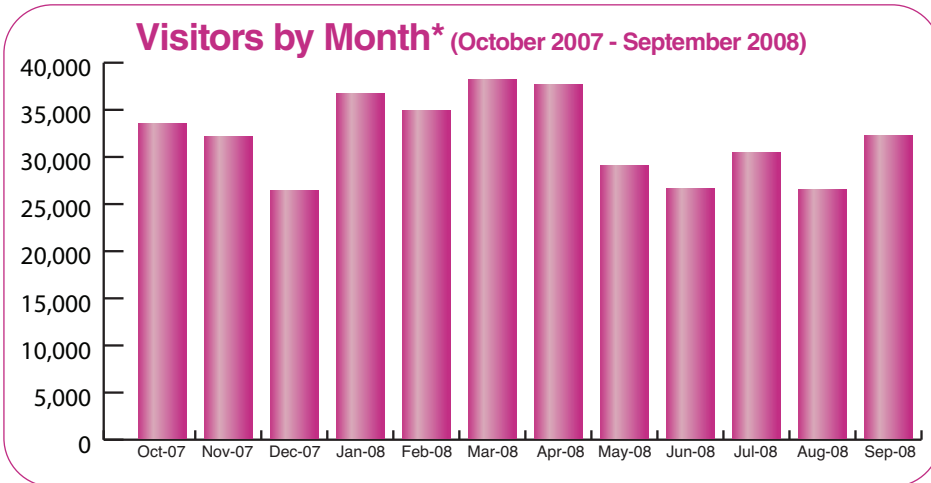
2009

Online Media Kit

Happi.com

Online Media Kit

Over 30,000 visitors come to the HAPPI website on a monthly basis, making happi.com one of the top industry websites.



Happi *NOW* E-Newsletter

Happi *NOW*, is sent to over 15,000 opt-in subscribers. Place your banner or tower ad in the weekly email and it will be hyperlinked to your website.

Weekly sponsorships available:
\$1,200 per week.

Banner Sponsorship:
\$2,800 per month
(4 e-newsletters)

Tower Ad:
\$2,800 per month
(4 e-newsletters)

Text Ad:
\$2,800 per month
(4 e-newsletters)



Home Page Sponsorships

Home Page Sponsorships:

Place your inline box and tower ads on our home page.

Footer Sponsorships:

Place your footer sponsorships on the home page and receive the inline box ad on the click through page.

Footers available for sponsorship:

- In the News
- Buyer's Guide
- Featured Content
- Industry Events
- Currently in Print

Home Page Inline Box:
\$2,500 per month

Footer Sponsorship:
\$1,800 per month

Home Page Tower Ad:
\$2,200 per month



Featured Page Sponsorships

Sponsor a page on Happi.com

Pages available for sponsorship:

- Features
- In The News
- Buyer's Guide
- Formulary
- New Products
- Columnists
- Supplier's Corner
- Archives
- Current Print Edition
- White Papers
- Blog
- Webinars
- Industry Events

Inline Box:

Page: \$1,500 per month

Tower Ad:

Page: \$1,500 per month



Article Sponsorships

Advertisers may choose to sponsor specific articles using the editorial calendar as supplied in the Happi media kit. Article sponsors maintain that sponsorship for one year when the article is archived. Inline Box and Tower ads available.

Examples of feature articles: Sun Care, Naturals, Fragrances, etc.

Article Sponsorships:

\$1,200 per year



Buyers' Guide Online Enhancements

Category Sponsorship:

Place your inline box or tower ad on a searched term page, directly above search results.

- Fragrances
- Surfactants
- Sunscreens
- Bottles
- etc.

*See Buyers' Guide page for categories

Price:

\$1,000 per year

Logo Sponsorship:

\$600

Hyperlink:

\$600

Text:

40-word description below your listing.
\$300



*Logo and Hyperlink enhancements qualify you to be a featured company. Company name will be in bold and jump to the top of all search results.

Video Sponsorships

Have a video you want people in the industry to see?

Place it on the home page of Happi.com!
(with rotating exposure on the home page)

Price: \$1,000 per month



Online Keyword/Keyphrase Sponsorships

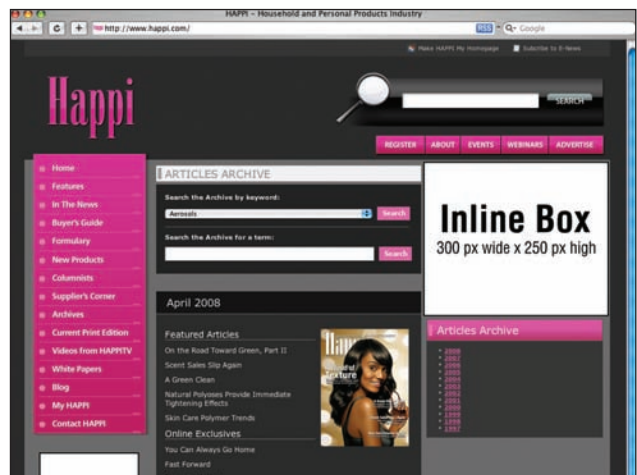
HAPPI's online editorial is now searchable using keywords. Sponsor's ads will appear based on a user's key word search. Inline Box and Tower ads available and are live and hot linked for one year.

Keyword list sample:

“cosmeceuticals”, “surfactant”, “skin care”,
“sun care”, “haircare”

(Contact us for the full keyword list)

Keyword Sponsorship:
\$1,500 per year



Webinar - A New Branding Solution

Give everyone a front-row seat to your branding message...

In 2009, HAPPI magazine will offer advertisers the opportunity to reach our thousands of subscribers through sponsorship of targeted webinars, which provide relevant market information — in a completely interactive format — to potential customers around the globe.

Silver Sponsorship (non-exclusive, limited to three sponsors): \$5,000

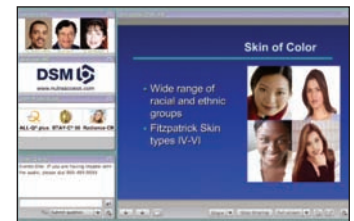
- Your logo on four pre-event emails to our 14,000+ opt-in subscribers
- Banner advertising on our website with a link to the event
- Your logo/branding on each “Happi NOW” e-newsletter for four weeks prior to the event
- Print advertising prior to the event
- Logo/branding on post-event “thanks for attending” and “sorry we missed you” emails
- Rotating brand/logo throughout presentation
- Event archived for 12 months, requiring viewer registration to generate additional leads
- Information on each registrant, in real time, so you can track active leads

Gold Sponsorship (exclusive, limited to one sponsor): \$8,000

- All of the above, PLUS
- The opportunity for you to introduce the webinar and get your message out to potential customers at the event
- Interactive on-line polls during the event, capturing information to help build your business
- Your input into customized questions on the registration page and exit survey

Webinar Topics Include:

Sun Care • Anti-Aging • Hair Care



Digital File Specifications

Digital image files for www.happi.com should be supplied as .gif or .jpg images at 72 dpi resolution. Maximum file size 50Kb. Forward all images with a description of their placement to **Steve Rogers** – srogers@rodpub.com.

Online Ad Size Specifications

Inline Box - 300 pixels wide x 250 pixels high
Tower Ad - 120 or 160 pixels wide x 600 pixels high
Banner Ad - 468 pixels wide x 60 pixels high (Happi NOW Only)

Advertising Contacts

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