

BestDooz.com

A Division of Success Pro Publications

3137 Houston Drive
Columbus, OH 43207
Phone: (614) 886-9922
Email: sales@bestdooz.com



Media Kit

BestDooz.com offers a nationwide directory of licensed professionals who specialize in ethnic beauty and hair care. Barbers, hair stylists, and salons listed in our directory increase their visibility and connect with potential new clients.

Registered visitors search our directory for quality hair care Professionals, shop for quality hair care products, and enter our quarterly drawings for a chance to win valuable gifts and prizes.

Why Advertise on BestDooz.com?

Targeted Group of Consumers – More than 10 million African Americans are now online, according to new research from Nielsen-Netratings. Our site attracts both African-American consumers and licensed beauty and hair care professionals.

Low Cost Advertising – We offer an affordable method for reaching a growing target audience. Our current advertising rates are economical, and are specifically designed to allow small and large businesses alike to increase their visibility via the internet.

Real-Time Ad Campaign Reporting – Advertisers on our site can easily monitor the success of their advertising campaign via real-time reporting. Each advertiser receives an account in which they can log in to manage their ads and monitor the impressions and click through rates.

Site Demographics

About Our Visitors – Registered visitors at BestDooz.com include both licensed beauty and hair care professionals and consumers. Our list of registered visitors is growing daily.

Female Visitors:		85%
Male Visitors:		15%
Age:	18 – 20	10%
	21 – 30	65%
	30 – 40	20%
	40 +	5%

Site Demographics (cont.)

Website Traffic – Since its inception in April, 2001, traffic to BestDooz.com has steadily increased. Over the past 9 months, we have received over 300,000 hits to our site. We are listed on the major search engines, as well as on many other sites that target minorities and the health and beauty industry, including SearchBlack.com, StylesDirect.com, and ShopBlack.biz.

Unique Visitors – BestDooz.com currently receives an average of 5,000 unique visitors per month. As we continue to expand our current marketing efforts and implement new strategies, we anticipate a dramatic increase in website traffic during the next 12 months.

Ad Specifications and Rate Card

BestDooz.com offers a variety of low-cost options for advertisers.

Gold Sponsor	Quarterly Contest Sponsor Sponsorship includes featured banner ad under "Sponsors" in right column of all pages on the site, (100 x 150 pixel maximum), logo and/or Company Name on all contest promotions and printed promotional material.	\$2000.00 per year (Sponsor provides \$500, PLUS products and samples totalling \$1,500 in retail value)
Silver Sponsor	Quarterly Contest Sponsor Sponsorship includes featured banner ad under "Sponsors" in right column of all pages on the site, (100 x 150 pixel maximum), logo and/or Company Name on all contest promotions and printed promotional material.	\$1000.00 per year (Sponsor provides \$250, PLUS products and samples totalling \$750 in retail value)
Bronze Sponsor	Quarterly Contest Sponsor Sponsorship includes featured banner ad under "Sponsors" in right column of all pages on the site, (100 x 150 pixel maximum),	\$400.00 per year (Sponsor provides \$150, PLUS products and samples totalling \$250 in retail value)
Banner Advertising	468 x 60 pixels Maximum (animated or static) Rotated at the top of all pages throughout the site.	\$50.00 per year (5,000 displays guaranteed).
Featured Banner	100 x 150 pixels Maximum (animated or static) Static image and link under "Featured Advertisers" on the homepage of our site.	\$75.00 per month (No contract required, renewable monthly fee.)
Direct Email Marketing	Up to 5 lines of text, maximum 300 characters. Ad included in monthly newsletter emailed, with permission, to registered BestDooz.com users. May include links.	\$25.00 per issue (No contract required, renewable monthly fee.)

**For more information, or for additional advertising options, contact us at
(614) 886-9922 or via email at sales@bestdooz.com**