

Green Book 2012

One incredible directory,
available three ways:

print

online

mobile optimized



Reserve your space in the 2012 edition!

PUBLISHED BY:

American
SALON

american spa



greenbook12.com



2012 Green Book

Green Book is the most accurate and up-to-date reference book available to the professional beauty industry. Teeming with valuable information and presented in an easy-to-use format, it remains the go-to source for salon and spa owners everywhere.



Trusted source...

Published by American Salon & American Spa magazines, readers find the information contained within reliable and trustworthy.

After **57 years** in print, **Green Book** remains the **#1 Directory in the Industry!**

Impressive... reach & pass-along

- Total Green Book audience is **299,640** salon professionals
- **70% share** their Green Book with one or more people
- Each book is read on average by nine professionals (readers per copy)

shelf life & impressions

- Each book is referenced on average **24 times** per year
- Green Book is viewed more than **9 million** times per year!

likeability & quality

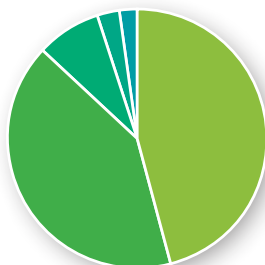
- **98%** feel finding information in Green Book is either easy or very easy
- **98%** find the information in Green Book useful for conducting their business



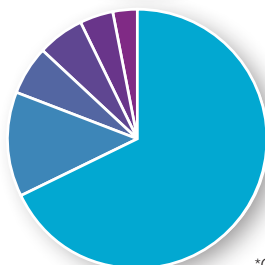
The right audience & businesses receive Green Book**

96%

of our readers influence decision making or are the decision makers in their salon!*



- 46%** Beauty Salon
- 41%** Full Service Salon/Spa (Salon also offers spa services)
- 8%** Cosmetology School
- 3%** Chain Salon
- 2%** Nail/Ethnic/Barber Shop



- 68%** Salon/Spa Owner or Manager
- 13%** Hairstylist
- 6%** Booth Renter
- 6%** Instructor
- 4%** Distributor
- 3%** Other



greenbook12.com

*Green Book Readership Study, conducted May 2010

**Publisher's Circulation Statement



Green Book covers everything!

- Market Research
- Organizations
- Products
- Manufacturers
- Industry Calendar
- Schools
- Distributors
- Salon Chains



Green Book offers marketers unique opportunities

From enhanced listings to cover sponsorships, only Green Book offers creative vehicles to showcase your services, products and tools. Additionally, premium advertising opportunities are available like; tab pages, covers and display ads adjacent to related content.

Make your listing pop!

Enhanced Listings

Column Ads

Display Ads
Spread, full page and fractional options available.

Hair Color

Maximize your exposure!

Tab Pages
Dominate your category! Thicker stock for divisional impact.

Inserts
Your catalog can be placed right in buyers hands.



New for 2012 Green Book goes Digital

One incredible directory available three ways.

Reach influential salon owners three ways when advertising in Green Book: via print, online and a mobile phone. For the price of just one advertisement, your message will be seen in three unique ways, allowing buyers to find your company easily and efficiently.

Online

Print

Mobile



Package Advertising Rates

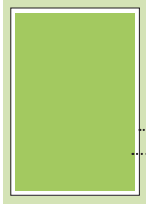
Print Edition	Price	Enhanced Listing (bold)	Website link	Logo	Contact Info	WEBSITE								MOBILE		
						Face Book icon	In the Spotlight	Video	Product Image / Info	Where to buy	Press Release	Run of site ad	Basic	Top Results	Photos / Video	
LEVEL 4																
Front Cover	\$22,970	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Cover 2 (page 1 spread)	\$14,300	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Back Cover	\$16,600	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Inside Back Cover	\$8,250	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Inserts	Upon request	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Tab Divider - 2 sided	\$18,235	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Tab divider - front	\$11,850	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Tab divider - back	\$10,030	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Full page	\$7,485	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
LEVEL 3																
2/3 page	\$6,385	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
1/2 page	\$5,505	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
LEVEL 2																
1/3 page	\$4,800	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
1/4 page	\$4,235	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4 inch	\$1,200	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3 inch	\$1,020	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
LEVEL 1																
2 inch	\$870	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
1 inch	\$740	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Enhanced Listing	\$170	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Additional Lines	\$85	N/A	N/A	•	•	•	•	•	•	•	•	•	•	•	•	•



Advertising Specifications

PRINT SPECS

FULL PAGE \$7,485



8" x 10.75" trim
7.5" x 10.25" live
8.25" x 11" bleed

2/3 PAGE \$6,385



4.625" x 10" vertical

1/2 PAGE \$5,505



3.375" x 10" vertical
7" x 4.875" horizontal

1/3 PAGE \$4,800



2.25" x 10" vertical
4.625" x 4.875" square

1/4 PAGE \$4,235



3.375" x 4.875" vertical

DIGITAL SPECS

Digital Ad specs for website and mobile will be posted on greenbook12.com

DISPLAY ADS

Full Page8" x 10.75"
Spread16" x 10.75"

Bleed Advertisements: Add 0.125" to top, bottom, left and right for bleed. **Live Copy:** Live copy MUST be 0.25" inside the trim on all four sides plus 0.25" on each side of the gutter for spreads

2/3 Page4.625" x 10"
1/2 Page Vertical3.375" x 10"
1/2 Page Horizontal7" x 4.875"
1/3 Page Vertical2.25" x 10"
1/3 Page Square4.625" x 4.875"
1/4 Page3.375" x 4.875"

COLUMN ADS

4 Inch Unit Ad2.125" x 4"
3 Inch Unit Ad2.125" x 3"
2 Inch Unit Ad2.125" x 2"
1 Inch Unit Ad2.125" x 1"

BOOK SPECS

Book Trim8" x 10.75"
BindingPerfect Bound
Rotation of ColorsCMYK
Preferred File FormatPDFX1A
Acceptable FormatHigh Res

DEADLINES

Ad Close Date: October 27, 2011
Ad Materials Due: November 3, 2011

DIGITAL REQUIREMENTS

1. Questex is now accepting all advertising material via our Ad Portal.
2. SendMyAd is a web based Software as a Service ad portal which is accessed using a standard web browser on any computer anywhere in the world to simplify the process of ad material submission to publishers. With SendMyAd, ad materials can be uploaded, preflighted, approved, and delivered to Questex all within a simple to use web portal.
3. SendMyAd provides both the advertiser and publisher with an interactive preflight report highlighting the results of the automatic preflight performed against the publications ad specifications. You as an advertiser, will know right away if there are any issues with your file upon upload, with many instructional videos on how to correct any problems the file may encounter during the process. With an easy to use trim editing tool, ads can be repositioned and/or scaled to fit the publication's ad specifications without resubmitting or leaving the ad portal.
4. You can access the new portal by going on the link below and registering. <https://questex.sendmyad.com>
5. Here is a link to view a short demo of how to use the site: <http://www.sendmyad.com/index.php?link=Demo>
6. For a pdf of the user manual for the Ad Portal, and instructions on creating PDFs please go to this link: <http://adspec.questex.com>

CAUTION - Crop marks are NOT needed in the file that is uploaded, but if designer does build as part of their original ad they need to be certain crop marks are a minimum of .125" outside of bleed. Designers need to be certain they blow up their ad within the ad portal and check everything, 4 corners included, before they approve. Anything within the bleed area will print, this does include crop marks, and has the potential to be on the printed pages due to press/bindery standard fluctuations in magazine trim.

If you choose to submit a SWOP proof - only the SWOP proof would be sent to RR DONNELLEY. No ads to arrive on disk. Please mark your package and proof with Green Book 2012.

Renea Belt
RR DONNELLEY
3401 Heartland Drive
Liberty, MO 64068
816.792.6365
renea.j.belt@rrd.com

Lynn Erdahl
Senior Production Manager
Superior Media Solutions, LLC
218.206.2211
lynn.erdahl@superiormediasolutions.net



Advertising Rates

There's literally an ad opportunity for EVERY budget.

COVERS

Front Cover:	\$22,970
Cover 2 (page 1 spread):	\$14,300
Cover 3 (inside back):	\$ 8,250
Back Cover:	\$16,600

TAB DIVIDERS

2-sided:	\$18,235
1-sided Front:	\$11,850
1-sided Back:	\$10,030

DISPLAY ADS

Full Page:	\$7,485
2/3 Page:	\$6,385
1/2 Page:	\$5,505
1/3 Page:	\$4,800
1/4 Page:	\$4,235

COLUMN ADS

3-Column Format (each column is 2.125" x 10")	
	4/Color
4-inch	\$1,200
3-inch	\$1,020
2-inch	\$ 870
1-inch	\$ 740

ENHANCED LISTINGS

Enhanced Listings: start at \$300
Each additional line \$85

INSERTS

4, 8, and 12 page inserts available,
pricing available on request



Your message
will be seen
9 million
times per year!

Call today to reserve your space
in the 2012 edition!

EAST COAST
DeDe DeMoss
505.232.9593
ddemoss@questex.com

WEST COAST
Kristine Compton
323.966.4662
kcompton@questex.com

AD CLOSE DATE: October 27, 2011 • AD MATERIAL DEADLINE: November 3, 2011

greenbook12.com