

# LIVEWIRE

BARBERSHOP NEWS YOU CAN USE

The LiveWire e-newsletter is the Society's weekly roundup of information on news, events, and stories of interest. Distributed to over 30,000 members each week, LiveWire is a wide-reaching place to promote your new product or upcoming event.

- We take reservations for up to two (2) ads per issue on a first come, first serve basis
- Discounts are available for repeats of the same ad within 4 weeks (see 2x rate)
- All ads allow for a combination of branded text, colors, and graphics
- A URL link to your website is included
- BHS members/associates/chapters/districts/quartets receive a \$50 discount
- Ad image, along with the corresponding URL and copy (if applicable), must be provided and approved at least one week in advance of issue run-date (Ad design services are available for an additional \$50).

### OPTION 1: Top Banner

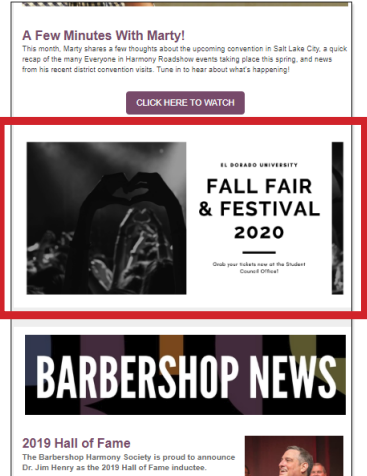
Featured under BHS masthead



Ad Dimension	600 x 150 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$300 2x: \$500

### OPTION 2: Exclusive Pagefold

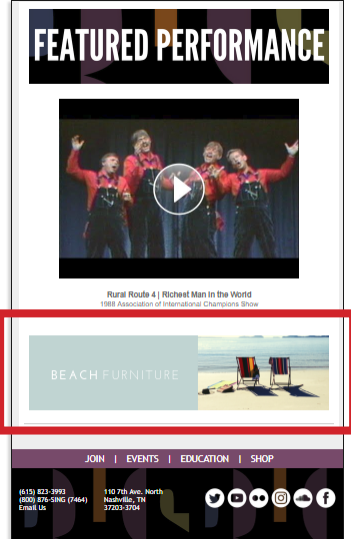
Featured in between "Video of the Week" and "Barbershop News"



Ad Dimension	1024 x 512 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$300 2x: \$500

### OPTION 3: Bottom Banner

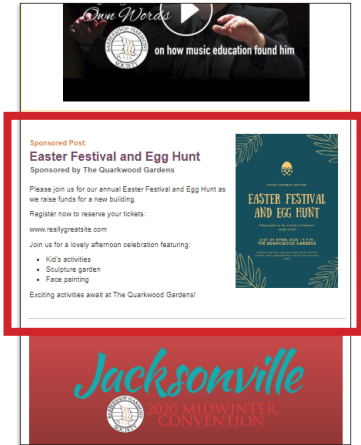
Featured after "Featured Performance" video



Ad Dimension	600 x 150 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$150 2x: \$250

### OPTION 4: Sponsored Post

Featured in email body



Ad Dimension	200 x 300 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$300 2x: \$500
Word Count	Approx 50 - 70

Visit [barbershop.org/LiveWire](http://barbershop.org/LiveWire) to view our most recent newsletters.

Contact [marketing@barbershop.org](mailto:marketing@barbershop.org) or call (800) 876-7464 to reserve space today!