

to contact YOU directly and complete company contact information. The entire site will be constructed for ease of navigation.

A Web Site may contain one or all of the following pages: (Imagination Required!)

- Main Page - company introduction
- Product lines
- Product descriptions
- Distributors of your product
- List of Shows/Education Classes
- Request for printed material (form)
- Survey / Question / Guestbook form
- ECommerce
- Tech Support
- MSDS Sheets
- Contests/Surveys

ECommerce System

Sell your Products on the NET!!!
Your product is unique, your online shopping cart should be also
Commission Basis Carts
available—at no cost to you!



Also Available

List your online sales Web Site at SalonMart or BeautyEshop!

- MPG Conversion for video
- PDF Conversion (ie: MSDS Sheets)
- Ebook Publications

Prices effective as of June 15, 2003

NAILTECH

SalonTalk

CUTINGEDGE



Experience Counts



Debbie Doerrlamm, President of Wicked Wich Nails®, holds a New York State Nail Specialty License since 1994, and has been doing nails since 1990. Noted for numerous technical articles for the industry, Ms Doerrlamm is a bi-monthly contributor for NAILS Magazine as their Online Correspondent.

Her computer knowledge is even more extensive, spanning three decades. In 1994, she launched the first commercial Internet site solely dedicated to the Nail Industry. Taking BeautyTech® from conception, through design, to success, Ms. Doerrlamm created the leading address on the World Wide Web for information concerning the professional beauty industry.

Today, Ms. Doerrlamm's WWWeb Services® is the unchallenged leader for the development, design, and production of commercial web sites for the beauty industry. NailTech®, SkinTech®, SalonTalk®, and CutingEdge® are but a few of the many support sites she has designed and established over the years.

For more information, please visit:
<http://www.beautytech.com>

WWWeb Services

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Presents..

BeautyTech

**Beauty Professionals
Networking on the Net
Since 1994**

<http://www.beautytech.com>

<http://www.salonmart.com>

<http://www.beautyEshop.com>



Banner Ad/Resident/Department Advertising Program

Get MORE VISIBILITY !

New Technology = Max-Extreme Exposure
CHOOSE THE LEVEL OF EXPOSURE to your potential customers.



Fabulous new technology allows us to now include random rotating banner advertisements on EVERY* page within BeautyTech.com, offering you maximum exposure and branding for your company name. Formally limited to 35 pages, Randomly Rotating Banners Ads will now be included on over 3000 pages within the site!

With the BARD Advertising Program, you will build long-lasting profitable relationships, reach your potential customer in the right place at the right time and make a lasting impression. Highly cost-effective, Banner Ads are viewed by your target market at the EXACT MOMENT they are interested in your product. Receive **FREE** monthly report of impressions and "clicks".
*Excluding PDF articles and certain dynamically created pages

Description of BARD elements:

Random Rotating Banner Ads

You supply the banner ad, we supply the exposure! Displayed on approximately 3000 pages within BeautyTech.com. Ad clicks open in new window. FREE monthly reports with views and click statistics. Single ad viewable for each page load/reload, ads randomly rotating with each page load/reload.

Facts:

- Randomly rotating on approximately 3000 pages within BeautyTech.com
- Maximum 125 Ads in rotation
- Strategically located for high visibility
- Click-through rate approximately 1% (Internet averages run .2% - 2%)
- 510,000 page views May 2003 (389,000 Dec. '02)
- 103,000 visitors May 2003 (84,000 Dec '02)
- 95%+ beauty professionals

Resident/Sponsor Page Listing

on the newly revised Resident/Sponsor page, alphabetically by category with 100 word blurb and link to your site to open in a new window.

Department Listing*

company logo, full contact information, 2 links to your site to open in a new window and up to 2 paragraphs of advertising hype. Includes listing in chosen Department Sponsor section alphabetically by category.

Mailing List* Sponsorship

Static Link Ad

Static Ads (#1 & #2) gives you 24/7/365 exposure on approximately 550+ pages inside BeautyTech.com. Always in the same location on every page, this will increase not only traffic to your web site, but branding for your company name/logo.

NEW!! Side Static Ads!

24/7 exposure Static Ad
 on your choice of desired page(s)*
 Clicks to your web site will open in a new window for maximum exposure.

*Choose one or more of the following: BeautyTech Main, NailTech Main, SkinTech Main, SalonTalk Main, CuttingEdge Main, Articles Main



The BeautyTech Mailing Lists

Direct contact with your consumers

An Email Mailing List is a networking round table discussion via email. Subscriptions are free to all Beauty Professionals. BeautyTech hosts four professional beauty networking mailing lists: NailTech, SkinTech, CuttingEdge, SalonTalk.

Any beauty professional can subscribe to the mailing list and participate, however, all the mailing lists hosted by BeautyTech.com are Sponsored lists. Only companies who sponsor the list are permitted to post to the mailing lists as 'The Company'. This is standard practice on the Internet. Current sponsors have run

contests, promote their product, surveys and answered tech support questions.

Facts:

- Sponsors may post as "The Company" and promote their product/services
- Includes Department Listing* in the department of your choice
- Department Listing contains 100 word ad, full contact info and links to your site and/or email

*Choose ONE: NailTech, SkinTech, CuttingEdge, SalonTalk

Mass Email Promotion

Utilize the power of BeautyTech.com's monthly email newsletter..

Send your advertisement to your target buyer utilizing BeautyTech's 100% opt-in mass email program - this is NOT spam junk mail. Compose your own 100 word advertisement for inclusion in our monthly newsletters to qualified beauty professionals.

Save money on US Postal mail, opt-in email marketing is faster, costs less and is more effective than traditional direct marketing. Mass email promotion using opt-in addresses is **smarter** than any other means of direct marketing!

Facts:

- Once a month emails to qualified beauty professionals approx 10,000 professionals
- Emailed to 6-7,000 professionals
- Posted to 2-4 mailing lists*
- Posted to 2-5 message boards* and will remain for minimum 20 days
*(depending on ad content)

Complete Web Site Design

Web Site Hosting

<http://www.your-company.com>

No hassle, do nothing, we take care of everything for you. Just give us your current advertising (electronic format preferred) and we do the rest.

- Linked Web Pages
- Custom Buttons, Background
- Unlimited Graphics & Links
- Announcement to the top Search Engines
- Hosting available
- FREE BARD Advertising (with hosting only)

Banner Ad, Resident/Sponsor & Department Listing* \$925 Value!

Your Web Site will be designed to your specifications. Each page will have an email link