

CheckOut 2012



Reach a total audience of over 800,000 salon professionals by placing your Check Out ad in American Salon*

Send a hi-resolution photo (300 dpi) and approximately 50 words of copy and American Salon will create your ad. All ads are formatted on one template for visual consistency.

This section is ideal for start-ups, new products, small businesses and those companies looking to reach the largest sector of the beauty industry at the best price.

***Verified Audit Reader Survey (Dec. 2010)**

- 4 spots per page = \$1,500.00 each per month
- 6 spots per page = \$1,000.00 each per month
- 12 spots per page = \$500.00 each per month
- 24 spots per page = \$250.00 each per month

PLEASE NOTE: Cancellation not accepted after space closing date.

2012 Closing Dates For CheckOut*

	Jan	Feb	March	April	May	June
Space	11.18.11	12.14.11	1.17.12	2.17.12	3.21.12	4.16.12
Materials	11.29.11	12.21.11	1.20.12	2.24.12	3.23.12	4.23.12
	July	August	Sept	Oct	Nov	Dec
Space	5.21.12	6.18.12	7.18.12	8.20.12	9.19.12	10.24.12
Materials	5.25.12	6.22.12	7.23.12	8.24.12	9.24.12	10.29.12

*subject to change

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American
SALON
The Beauty Authority for 135 years