

BEAUTY INDUSTRY **WEST**
MEMBERSHIP
DIRECTORY
& SOURCING
GUIDE

**ADVERTISING
OPPORTUNITIES**

AN EXCLUSIVE, PRINTED GUIDE
FOR BIW MEMBERS

BEAUTYINDUSTRYWEST.ORG

IT'S TIME TO SECURE YOUR ADVERTISEMENT IN THE 2023-2024 BIW MEMBER DIRECTORY & SOURCING GUIDE!

Beauty Industry West publishes an exclusive, printed Membership Directory & Sourcing Guidebook and distributes it to all BIWmembers each fall.

The Membership Directory & Sourcing Guide is an ideal marketing tool for your company. Take the opportunity to stand out from the competition by placing an ad in the upcoming guidebook.

Advertising revenue raised by the Beauty Industry West Directory are used to support industry events, scholarships, and education! Make a difference in your industry!

ADVERTISEMENTS DUE

September 1, 2023

GUIDEBOOK DISTRIBUTED

November 2023



ADVERTISING APPLICATION

TERMS & CONDITIONS

- 100% of total fee is due within 15 days of signing this agreement. If contract is submitted within 15 days of the event, full payment is due immediately upon receipt of signed agreement.
- All fees are non-refundable (conditions apply).
- The terms of this agreement may not be modified, except by written Agreement, signed by both parties.
- It is understood that this form shall be legally binding between Beauty Industry West, INC Management, hereinafter known as BIW, and your company, hereinafter known as Advertiser, only upon acceptance by BIW.
- Advertiser shall be responsible for providing the "finished" Promotional Opportunity (i.e. artwork, names, product, etc.) as required by the deadline date(s) and for meeting the exact specification indicated in the confirmation letter. In the event that such deadline is not met by the Advertiser, the opportunity in question shall revert back to BIW without obligation or refund of monies.
- If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heir and successors of the Advertiser. This Agreement constitutes the entire Agreement between Advertiser and BIW concerning the MEMBER DIRECTORY & SOURCING GUIDE.
- Cancellation: Any Advertiser wishing to cancel this contract must do so in writing to BIW Management. If such notice is received by BIW Management before fulfillment begins, one half (50%) of the total fee shall be due to BIW Management. If notice is received after fulfillment begins, the total fee (100%) shall be due to BIW Management. All fees Paid to BIW are non-refundable and non-transferable.
- Initiation of this proposal does not constitute a hold on items contained until fully executed by your company and Beauty Industry West, INC (BIW).

ADVERTISEMENT SELECTION

AD TYPE	AD SIZE	BLACK & WHITE	4-COLOR	TOTAL
- Third Page Ad	4.5"w (x) 2.375"h	<input type="checkbox"/> \$375	<input type="checkbox"/> \$500	\$ _____
- Half Page Ad	4.5"w (x) 3.625"h	<input type="checkbox"/> \$475	<input type="checkbox"/> \$675	\$ _____
- Full Page Ad	4.5"w (x) 7"h	<input type="checkbox"/> \$700	<input type="checkbox"/> \$925	\$ _____
- Inside Front Cover	4.5"w (x) 7"h	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,250	\$ _____
- Inside Back Cover Ad	4.5"w (x) 7"h	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,250	\$ _____
TOTAL ADVERTISING CHARGE				\$ _____

KEY DATES

- Last Call for Advertisers 9/1/2023
- Distribution Window 11/1/2023 - 11/30/2023

AGREEMENT & ACCEPTANCE

PRINT NAME: _____

SIGNATURE: _____

DATE: _____

EMAIL: _____

PHONE: _____

PAYMENT INSTRUCTIONS

Once complete, please email this form to treasurer@beautyindustrywest.org and an Invoice will be sent to you once your order has been processed. You will be able to pay directly Online with a credit card if that is your preferred method.

QUESTIONS?

INFO@BEAUTYINDUSTRYWEST.COM