



Advertising Businesses and Services

DIGITAL SIGNS are the new ADVERTISING media. Salon Ad Network advertises your business or service in our Networks of Nail Salons

Today we see Digital Signs in airports, mall kiosks, and public centers. Salon Ad Network's innovative thrust places Digital Signs in popular Nail Salons.

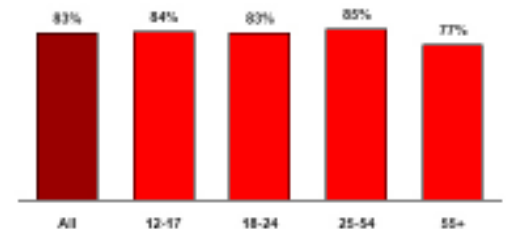
Ads will be seen at least six times an hour on digital screens in 3, 6, or 18 or more of our special Nail Salon locations.

Nail Salons cater to a fashionable and attentive clientele who want to look good with products and services from Salon Ad Network's advertising.

SALON ADS NETWORK

Posters in the Lobby Are Noticed by All Age Groups

"Did you look at/see any posters?"

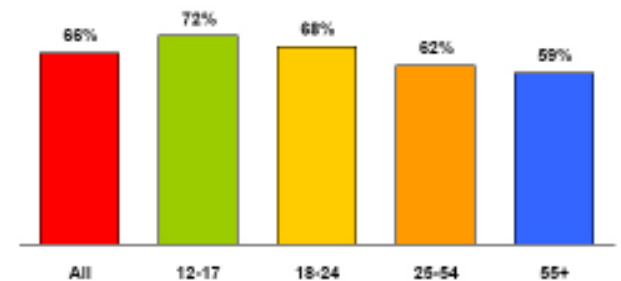


Base: Last-month moviegoers



Two-Thirds Don't Mind Advertising at the Cinema

"I don't mind the advertisements they put on before the movie begins." (%strongly agree/agree)



Base: Last-month moviegoers



The Charts are from The Arbitron
Cinema Advertising Study

2003



For Advertisers

Salon Ad Network is a Digital Signage Advertising Company

Digital Signage is the New Media Advertising Vehicle that allows you to broadcast your company's dynamic advertising to live consumer traffic on a digital video LCD TV Screen. **Salon Ad Network** distributes your ad several times daily through its managed network of specially chosen Nail Salons.

The Nail Salon market represents part of the over \$6 billion annual salon services industry. Human beings of all incomes frequent nail salons craving that special part of luxury and diversion that, pulling them from their everyday lives, heightens their sense of well-being and, simply put, makes them look good!

Making people feel and look good, the nail salon industry has experienced tremendous growth in the last 10 years, over-tripling the number of salons and the number of nail technicians over the last two decades.

Your Ad will flash before a steady flow of relaxed and pampered clientele.

People go to nail salons to have manicurists and pedicurists do their nails in attractive, fashionable color. With contemporary styles like UV Gels, natural-nail, artful airbrushing and color acrylic manicures, the clientele enters the salon and relaxes like royalty for the day. From the collection of styles and colors which they choose, your Ad would appear as a delightful apéritif to Kings and Queens in their day of elegant style and relief of stress.

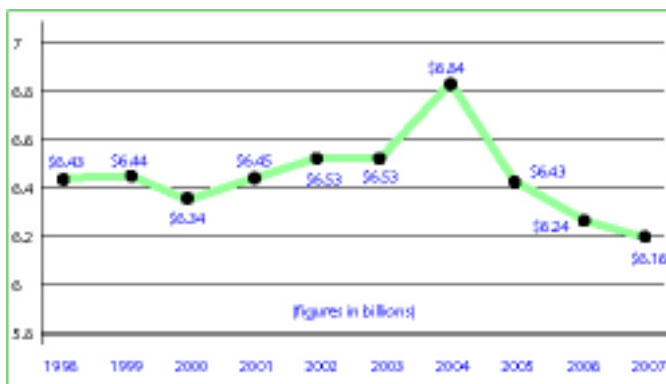
This is the Special Benefit of **Salon Ad Network**. Its Digital Signs brings your Ad into the new look and style of a clientele drawn to the Salon for a memorable moment. Your Ad, coming through the new imagery of our technological revolution, becomes part of their moment.

See our Rate Sheet on the back page and ask us how **Salon Ad Network** will facilitate the Advertising process for you.

Nail Salon Clients

Who are your clients?	
Girls under 20	5.6%
Women 21-25	9.7%
Women 26-35	19.4%
Women 36-45	28.5%
Women 46+	28.6%
Men	8.2%

Nail Salon Revenue



The Charts are from **Nails Magazine Industry Outlook 2007-2008**

What products are retailed in your salon?			
Nail Polish	88%	Skin care products	44%
Hand lotions	85%	Toe rings	38%
Nail strengtheners/treatments	83%	Boutique items (clothing, jewelry)	33%
Top/base coats	81%	Makeup/cosmetics	31%
Cuticle Treatments	77%	Adhesives/glue	30%
Nail files or buffers	61%	Tanning products	21%
Hair care	51%	Personal implement kits	20%
Polish-dry products	45%	Vitamins/nutritional supplements	9%

For Nail Salon Owners



SALON ADS NETWORK Presents its New “In The Image” Sales Campaign

SALON ADS will work to enhance your business with its DIGITAL SIGNS that highlight ADVERTISING from NATIONAL BRANDS and your LOCAL VENDORS. You will send customers to their services and stores and their customers will come to your Salon.

SALON ADS NETWORK will bring you DIGITAL SIGNS that will have changing ADVERTISING and will bring in new opportunity for REVENUE. You will be part of a NETWORK of our advertising imaging vehicle that will raise new REVENUE for you and create new PRODUCT BRANDING.

SALON ADS NETWORK “It’s In The Image” Sales Campaign will work like this: We place an LCD Screen Digital Sign in a viewable designated place of your salon. The Digital Sign has 30-second to 2-minute spot ads of National Brands and local services and businesses. These images are broadcasted over a DSL Internet line, hard-wired or wireless, from our bank of network servers in our offices to the LCD Screen in your shop.

The Ads are of healthy lifestyles and businesses, guaranteed to attract and hold the interest of the modern consumer. Health Clubs, auto dealers, even, clothes, local stores. In between the images are stills of your nail designs, your shops hours, and screens with advice for maintaining nails. There are information stills changing ever so often on what’s happening in town, movies, plays, dance clubs. There’s community news too, religious services and nonprofit announcements.

Let us talk to you about how you can get benefits from this advertising strategy and how you can then use those benefits to place you **“IN THE IMAGE”**.

With the power of changing the image, you will become part of a sales project that will always be ready for growth.



Salon Ad Network reaches full service Salons

How would you describe your salon?	
Full-service salon	51.2%
Nails-only salon	28.6%
Day spa	9.0%
Home-based salon	4.0%
Mobile salon/spa	1.3%
Resort/hotel/destination spa/salon	0.2%
Other	5.7%

How Tech-savvy are nail salons?	
I go online to chat with other nail technicians.	29.1%
I go online to order products.	78.1%
I look at nail-related videos online.	53.9%
I spend less than five hours a week online.	29.1%
I spend 5-10 hours per week online.	42.4%
I spend 11-20 hours a week online.	22.7%
I spend more than 20 hours a week online.	18.3%
I subscribe to various nail-related e-mail newsletters.	74.9%
E-mail is a good way to reach me.	93.4%
I'm interested in receiving information about nail products via e-mail.	86.6%



RATE SHEET

These are the Salon Ads Network Service Plans -

SAN Basic Model Plan

Plan 1 15-30 secs, month by month 1 location - \$399

First Choice LAN Network Package

Plan 2 15 secs 3ms – 6ms contract 3 locations - \$299

Plan 3 30 secs 3ms – 6ms contract 3 locations - \$399

Premier Choice LAN Network Service

Plan 4 15 secs 1 year contract 6 locations - \$3990

Plan 5 30 secs 1 year contract 6 locations - \$4990

National Impact Boom! Plan

Plan 6 1 year contract 18 locations - \$7990

The **Salon Ads Network Basic Plan** shows your Ad for 1 month reaching 200 nail salon clientele.

Our **First Choice LAN Network Package** service places your Ad in 3 Salons. For 3 months your Ad reaches an audience of 600 focused individuals. For 6 months the Ad reaches a niche audience of 3,600.

For our **Premier Choice LAN Network Service**, your Ad service will run in 6 salons for one year reaching a focused niche audience of 12,000.

The **National Impact Boom! Plan** will run your Ad service in 18 salons stretching across 3 Premier LANS which you select from our various network LANS across the nation. This means your Ads have the potential of reaching 36,000 focused nail salon clientele.

What audience makes up the Nail Salon **clientele**? What are the **demographics**?

These are mainly women who are preparing for the special event. They are fashionable and want to look good! They want the latest dress styles, the sleek cellphones, and the fab purses and shoes. These are knowledgeable women who watch Oprah and want to keep relaxed and in front. They join the latest health trends and watch over the various health food diets. Independent or with family they are the Smart Set in today's world and they will notice your Ad.

How many times will your Ad be seen?

Your Ad will be targeted to a **niche audience** of focused clients seeking at least a half-hour service. During that half hour they will see your 15-second or 30-second Ad at least 4 times.

How many clients do you personally service each week?

less than 10	1.7%
10-20	4.9%
21-30	7.3%
31-40	15.1%
41-50	14.5%
51-60	14.8%
more than 60	37.3%
no response	4.4%

This Chart is from **Nails Magazine Industry Outlook 2007-2008**

Over 51% of the Nail Salons see 50 clients weekly or 200 a month
2000 a year