

suggestions and Guidelines

for using Company-supplied advertising formats

Mary Kay Inc. was founded on the principles of personal contact and customer service, and we know your unit and/or personal sales will be built most rapidly through a consistent schedule of skin care classes and continuing customer service. There are times, however, when promotional activities afforded by event marketing, lead-generation programs, advertising and public relations can be of great value. The following provides you with ideas and guidelines on how to use Company-supplied advertising formats for advertising or other promotional programs. To maintain consistency and to promote the image the Company wants to project, please do not create your own ads or printed materials using the Mary Kay® trademark or name.

Where should your ads run?

As you begin to investigate the advertising options in your area, consider the following:

- What publications are read by the women you want to reach? After all, if the media you select is not read by the people who would be interested in your products and services, the advertising message can't possibly work. You can begin by asking your current customers what newspapers and local magazines they read. Are there newsletters, special organization publications or other publications that they subscribe to?
- Look over all of your options. Do the publications have articles of interest to women? Do they contain information about beauty, fashion, health or self-improvement?
- What will your ad cost, and how many women does it have the potential to reach?

As a general rule, your advertising will be more successful when placed in smaller community papers, shopping news, and specialty newspapers or local magazines in your area that are targeted primarily at women. Some organizations and corporations publish newsletters and newspapers which accept advertising. These are often cost-effective advertising options. As a reminder, any form of telephone directory advertising is reserved exclusively for Independent Sales Directors and only then through the Mary Kay Directory Advertising Program. **These ad formats are not intended for white/yellow pages telephone directory advertising. Any placement of unauthorized directory advertising may result in a telephone disconnect notification.**

How to determine the cost of your ad and prepare it for the publication

Advertising formats are available in English and Spanish. Additional copies can be requested through the Mary Kay Global Legal Resources Department. (Call 972-687-5777 or e-mail legalsupport@mkcorp.com.) Each ad lists the size it should be printed. Provide this information to the print media you have selected, and they will provide you with the cost. Most publications give discounts if an ad is run more than once.

All advertising formats are "camera-ready," which means they can be given to the publication just as they are. (In most cases, your ad will not be returned unless you request it.) The publication will typeset your name and phone number in the correct area of the ad. It's a good idea to send in writing, along with your ad, the date the ad is to run, the media cost and the instructions on how you want your name and phone number to appear. (Don't forget to keep a copy.)

How often should you advertise?

The basic rule of thumb in advertising is that it takes at least three exposures to an advertisement before it has consumer impact. Therefore, you should always consider running your ad at least three to five times in the same publication. Make sure you keep good records of where your leads come from. This will help you determine which publication is working for you.

Other ways to advertise

Many Independent Sales Directors and Independent Beauty Consultants find that these camera-ready ads make inexpensive, yet professional-looking fliers. Fliers can be used as bag stuffers, handouts at events, or an accompaniment to *The Look* or beauty book. A quick and inexpensive way to produce your flier is through a "quick" print shop. It can add your name, telephone number or Personal Web Site address prior to printing. You can also have the ad enlarged to produce a larger flier, or consider printing it in colored type or on colored paper. Fliers should **not** be placed in mail boxes or on car windshields, used as door-hangers or handed out in malls.

Promote the ultimate customer service – online shopping

Let readers know that they can enjoy the convenience of online shopping by including your Mary Kay® Personal Web Site address in your advertisement. A Mary Kay® Personal Web Site offers your customers 24-hour online shopping, communication with you and much more! If you don't have a Mary Kay® Personal Web Site, you can offer this important service to your customers by ordering your Company-approved Web site online by going to www.marykay.com, clicking on the "InTouch" link, and then on the "Sign up for your MK Personal Web Site" icon. Please remember that the only way to advertise your Mary Kay business online is through the Mary Kay® Personal Web Site program.

Independent Sales Director recruitment message

As a Sales Director, you may add the following tag line/copy to any Company-authorized ad:

- Career information available.
- Career opportunity available.
- Ask me about my Mary Kay career.

The Company does not authorize use of any ads or these tag lines in the "Help Wanted" or "Business Opportunities" columns of a publication.

Let us know what you need!

Please contact the Marketing Communications Department at marcom@mkcorp.com if you have ideas or suggestions on how to improve our advertising formats. Share your experience with us! Mail us a copy of the publication with your ad, and tell us how it helped your business.

MARY KAY®