

Hair Genesis™ Paying for Print Advertising in a New Way via MediaBids

MediaBids.com

The Newspaper and Magazine Advertising Marketplace

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Industry: [Advertising](#)

Press Release Summary: Hair Genesis™, a national direct-response company providing hair-loss solutions to both men and women, is paying for print advertising on a per-sale basis thanks to MediaBids' Per-Inquiry Print Advertising Program.

Press Release Body: **Hair Genesis™** announced today that it will be paying for its print advertising in newspapers and magazines nationwide based on a percentage of sales the print ads generate in each publication, courtesy of MediaBids' Per-Inquiry (PI) Advertising Program.

MediaBids will provide the **Hair Genesis™** ad, which can be seen here: <http://marketing.mediabids.com/pi/PpiAdvertiserHairGenesis.html> - to newspapers and magazines nationwide that sign up to participate in **MediaBids'** PI Print Advertising program. Hair Genesis™ will pay newspapers and magazines 20% of the sale price generated by each customer's order.

To date, over 1,500 newspapers and magazines nationwide have signed up for MediaBids PI program and have placed other national direct response advertisers including Vonage, DirecTV and Lifelock in their publications. Publications are paid based on either lead or acquisition, depending on the type of PI campaign. Some advertisers pay a fixed amount per call – others pay a fixed amount per sale of their product or customer acquisition. To view a list of current direct-response advertisers available and payout information, click here: <http://marketing.mediabids.com/pi/AllAdvertisers.html>

*"As a 21st Century hair loss research company we tend to look for creative cutting-edge ideas. So the unique marketing approach offered by **MediaBids** really appealed to that side of us," says **Dr. Geno Marcovici, founder and president of HairGenesis™***

To place a **Hair Genesis™** ad in your publication or to learn more, please visit: <http://marketing.mediabids.com/pi/PpiAdvertiserHairGenesis.html>

About**Hair****Genesis™**

HairGenesis™ constitutes the first and, so far, only non-drug botanically-based hair loss treatment system successfully proven in a peer-reviewed and published IRB-monitored placebo-controlled clinical trial. Unlike Rogaine™ and Propecia™, each of which comes with the potential for serious negative side effect, HairGenesis™ has been tested safe and effective under the most scientifically rigorous conditions possible. Appropriate for the treatment of both male and female pattern hair loss, HairGenesis™ offers a compelling treatment option for men and women concerned about hair loss

Web: <http://www.hairgenesis.com/>

Toll-Free: 888-386-0001

About**MediaBids.com**

MediaBids.com, the Newspaper and Magazine Advertising Marketplace, offers a patented online process that enables the buying and selling of print advertising space in U.S. newspapers and magazines. Advertisers and publications can interact through an advertiser auction, in which advertisers place print advertising dollars up for bid and publications compete, or through advertising offers in which publications place ad space up for sale and advertisers can purchase instantly. Additionally, MediaBids.com is offering a select group of direct-response advertisers a Per-Inquiry Print Advertising Program that enables advertisers to pay for print advertising based on the performance of their advertisements in participating publications. MediaBids also provides traditional print media planning and buying to all registered advertisers. To date, over 12,000 businesses have registered on MediaBids.com to purchase advertising space, over 5,000 newspapers and magazines have registered their print publications to sell ad space and over 1,500 publications participate in MediaBids Per-Inquiry Advertising Program.

Web: www.mediabids.com

MediaBids'

Per-Inquiry

Program: <http://marketing.mediabids.com/ppi/index.html>

Toll Free: 1-866-236-2259

Web

Site: <http://marketing.mediabids.com/pi/PpiAdvertiserHairGenesis.html>

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