

# 12,000 Brides-To-Be

Receive the Wedding Planner Each Year



This full-featured planner becomes each bride's resource for local, professional wedding services and expert convenient step-by-step guidance. Don't miss this annual publication deadline or you'll miss thousands of Southern California brides!

**Market:** Los Angeles, Orange, Riverside, and San Bernardino Counties.

**Features:** Directory of Wedding Service Professionals, Wedding Banquet Directory, Planning Tips, and Step-by-step Organizer.

**Distribution:** Bride Expos; Bridal Salons; Book Stores.

**Publish Date:** January 1st.

**Space Deadline:** November 16th.

**Artwork Deadline:** November 30th.

**Size:** 8-3/8 tall. 5-3/8 wide.

**Mailing Lists:** 8,000 to 10,000 names annually.

**Artwork Specifications:** Line Screen: 133 and 150. Colors and images must be process (CMYK). High-resolution digital formats accepted: PDF, TIF, EPS. Film negatives not accepted. MAC OS preferred. Do not send low-resolution or web-based graphics. Artwork assembly, of supplied elements, provided free-of-charge, if high-resolution and layout included. Photographs submitted for processing must be glossy prints, and at least 4" x 5" in size. Artwork shared with publications. Artwork design and corrections charged at \$60 per hr.

## BrideWorld Added Value\*

| ITEM                | WHERE                 | TERM        | VALUE  | PRICE         |
|---------------------|-----------------------|-------------|--------|---------------|
| Basic Listing       | BrideWorld.com        | 12 Mos.     | \$100  | <b>FREE!</b>  |
| HyperLink Upgrade   | BrideWorld.com        | 12 Mos.     | \$48   | <b>\$24</b>   |
| Enhanced Listing    | BrideWorld.com        | 12 Mos.     | \$200  | <b>\$100</b>  |
| Display Ad (30K pc) | Brochure Mail Ride-In | 3 Mos.      | \$2000 | <b>\$1200</b> |
| Banner Ad w/Link    | E-newsletter          | 5000 Brides | \$290  | <b>\$232</b>  |
| Product Showcase    | E-Newsletter          | 5000 Brides | \$290  | <b>\$232</b>  |

\*Subject to change. Subject to production deadlines. Subject to space availability. Offer expires. Timing is of the essence.

### ANNUAL RATE SCHEDULE

#### Display Rates & Sizes

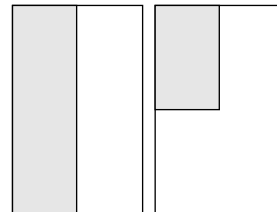
(BW) Black & White. (2C) Black + 1 process color. (4C) Full Color.  
Each display ad receives one complimentary Enhanced Listing.

**Full Page**  
BW \$ 1959.  
2C \$ 2179.  
4C \$ 2399.  
4-5/8" wide  
7-5/8" high  
Full page bleed  
8-5/8", x 5-5/8"



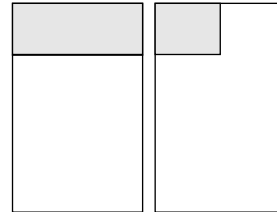
**Half Page**  
(horizontal)  
BW \$ 1089.  
2C \$ 1200.  
4C \$ 1309.  
4-5/8" wide  
3-3/4" high

**Half Page**  
(vertical)  
BW \$ 1089.  
2C \$ 1200.  
4C \$ 1309.  
2-1/4" wide  
7-5/8" high



**1/4 Page**  
(vertical)  
BW \$ 549.  
2C \$ 604.  
4C \$ 659.  
2-1/4" wide  
3-3/4" high

**1/4 Page**  
(horizontal)  
BW \$ 549.  
2C \$ 604.  
4C \$ 659.  
4-5/8" wide  
1-7/8" high



**1/8 Page**  
BW \$ 329.  
2C \$ 389.  
4C \$ 439.  
2-1/4" wide  
1-7/8" high

#### Directory Listings (examples below)

|                        | Year   |
|------------------------|--------|
| Premium Listing.....   | \$ 500 |
| Enhanced Listing ..... | \$ 200 |
| Basic Listing .....    | \$ 100 |

#### Monthly Mailing List Subscription

|                                      |                    |
|--------------------------------------|--------------------|
| A New List Emailed Each Month .....  | 12 sends<br>\$ 890 |
| (8K to 10K So. Cal. brides annually) |                    |

Directory Listings appear prioritized in cascading order: Premium (1st), Enhanced (2nd), and Basic (3rd). Subsequent sortation based upon total and posted date of contract. Slogan Line limited to a maximum length of 40 total characters and spaces. Editorial description limited to a maximum length of 200 total characters and spaces.

**Premium Listing:** Company Name, Slogan Line, Editorial Description, Contact Name, Company Address, Phone Number, Email Address, and Web Site Address.

Premium listings appear first, above Enhanced Listings and Basic Listings.



**Enhanced Listing:** Company Name, Slogan Line, Phone Number, and Web Site Address. Enhanced Listings appear second, below Premium Listings but above Basic Listings.

**Basic Listing:** Includes Company Name and Phone Number. Basic Listings appear third in order below Premium and Enhanced Listings.

\*In-house orders only. Artwork production not included. Multiple placement discount applies to Display Ads and Directory Listings. Billing installments available for orders over \$500. Minimum of 1/3 due with contract. Courtesy reminder mailed 20 days prior to due date. Mailing lists available to advertisers only. Non-commissionable. Subject to change.