



# A Wonderful Wedding & The Charleston Bridal Show Advertising Rate Sheet

Thank you for your interest in advertising with *A Wonderful Wedding* and being a part of the ever-popular Charleston Bridal Show. We offer several ways for you to get in front of brides as they begin the process of planning their very special day. Our bridal show, Web site and new reality wedding show, *My Charleston Wedding*, are highly targeted, interactive media vehicles that reach thousands of brides and wedding services professionals. Web site visitors are actively seeking information about planning a wedding in Charleston and respond with solid click-through rates.

## **Bridal Show Advertising Packages:**

<b>Opportunity</b>	<b>Rate</b>
<b>Booth Space</b> 8x10 skirted table space complete with black pipe and drape booth and two chairs.	\$800
<b>Gold Sponsorship</b> A gold sponsorship package include a double booth, Web site link, lead list of attendees, advertising on billboard, radio, print ads, bridal bags, direct mailing, your literature in bride's bags as they arrive.  <b>BONUS AD FOR GOLD SPONSORS:</b> \$300 discount on My Charleston Wedding TV Reality Show	\$2700

<p><b>Fashion Show Sponsorship</b>  A fashion show sponsorship includes a single or double booth, lead list of attendees, Web site link, exclusive advertising of your product at the fashion show, inclusion in select advertising for the show.</p>	<p>\$2000</p>
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## Website Advertising

Today's brides and grooms are of the I-generation. The Internet is their source for information, planning and purchasing and effectively web searching for wedding-related services and professionals can be choppy at best. Your wedding-related business needs the proper exposure to ensure success.

Be a part of Charleston's favorite wedding Web site – [awonderfulwedding.com](http://awonderfulwedding.com)! Our target market is your target market: Engaged couples planning a wedding in the Charleston area who are looking for your business.

With our online advertising program, featured businesses enjoy prominent page advertising space, top-of-the-page listings in their category as well as increased search engine visibility.

Size	Dimensions	Color	Rate	Frequency
<p><b>Homepage Ads</b>  Horizontal Banner Ad (1)  Premium Position Button (1)</p>	<p>115 x 620 pixels  140h x 210 w pixels</p>	<p>4-  color</p>	<p>\$550  \$450</p>	<p>6 months</p>
<p><b>Charleston Bridal Show Page</b>  Horizontal Banner Ad (1)  Button Ads (4)</p>	<p>115 x 620 pixels  140 x 210 pixels</p>	<p>4-  color</p>	<p>\$450  \$350</p>	<p>6 months</p>
<p><b>Destination Brides Page</b>  Horizontal Banner Ad (1)  Button Ads (4)</p>	<p>See sizes above</p>	<p>4-  color</p>	<p>\$450  \$350</p>	<p>6 months</p>
<p><b>Wedding Services &amp; Professionals Page</b>  Horizontal Banner Ad (1)  Button Ads (4)</p>				

<b>My Charleston Wedding Reality Show</b> airing on WLCN and broadcast on Comcast, Knology and Time Warner for the Charleston & Summerville areas.				
<b>Vendor Spot</b> Televised 6 minute segment  Your web link on AWW website  Show streamed from WLCN website	\$1200			
<b>Sponsor Vendor</b> 6 - 8 minute segment on My Charleston Wedding  <i><b>Your produced commercial</b></i> to air on WLCN during the month.  Your web link on AWW and WLCN  Show to be streamed from WLCN  Sponsor logo on all advertisements for show including billboard and mail promotions.	\$1500  Along with \$500 of your complimentary services to a lucky bride and groom who register with Drew, The Bride Detective (to be announced at the end of the viewing run.)			

## Digital File Submission Procedures

### WEB

Banner ads must be provided in one of the following 72dpi formats according to sizes indicated above.

- JPEG
- GIF
- SWF (Flash)

## Contact & Questions

For web ad development or placement contact Mila Radulovic at [ads@fashioniconinc.com](mailto:ads@fashioniconinc.com)

All other questions – Contact – Kathy Puckhaber Baxley at 843-795-7544