



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 magazine, bridal show, Web site and e-newsletters are highly targeted, interactive media vehicles that reach thousands of brides and wedding services professionals. Web site visitors and e-mail newsletter subscribers are actively seeking information about planning a wedding in Charleston and respond with solid click-through rates.

Bridal Show Advertising Packages:

Opportunity	Rate
Booth Space 8x10 skirted table space complete with black pipe and drape booth and two chairs.	\$800
Gold Sponsorship 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. BONUS AD FOR GOLD SPONSORS: ¼ full color ad in <i>A Wonderful Wedding</i> magazine	\$3500

<p>Fashion Show Sponsorship 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>\$2500</p>
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Magazine Advertising Packages:

Size	Dimensions	Color	Rate	Frequency
Quarter Page	3.625 x 4.875 vertical	4-color	\$550	Jan. 2010-June 2010
Half Page	7.5 x 4.875 horizontal or 3.625 x 10 vertical	4-color	\$1050	Jan. 2010-June 2010
Full Page	8.5 x 11 trim size, plus bleed and crop marks (8.75 x 11.25 image size) or 7.5 x 10 without bleed or marks	4-color	\$1750	Jan. 2010-June 2010
Feature Vendor Article (2-page spread with photos)	(2) 8.5 x 11 trim size, plus bleed and crop marks (8.75 x 11.25 image size) or 7.5 x 10 without bleed or marks	4-color	\$2500	Jan. 2010-June 2010

Premium Position Ad (Inside Front Cover)	8.5 x 11 trim size, plus bleed and crop marks (8.75 x 11.25 image size) or 7.5 x 10 without bleed or marks	4-color	\$1900	Jan. 2010- June 2010
Premium Position Ad (Inside Back Cover)	8.5 x 11 trim size, plus bleed and crop marks (8.75 x 11.25 image size) or 7.5 x 10 without bleed or marks	4-color	\$1850	Jan. 2010- June 2010
Premium Position Ad (Back Cover)	8.5 x 11 trim size, plus bleed and crop marks (8.75 x 11.25 image size) or 7.5 x 10 without bleed or marks	4-color	\$2150	Jan. 2010- June 2010

**Graphic design services are available for advertiser. Separate charges may apply.*

Web site Advertising Packages*

Today's brides and grooms are of the Internet generation. The Internet is their mall – their source for information, planning and purchasing. If there is one event in a lifetime that requires extensive planning, it is a wedding. As you know, effectively web searching for wedding-related services and professionals can be choppy at best.

Be a part of Charleston's wedding Web site – awonderfulwedding.com! Your wedding-related business needs the proper exposure to ensure success. Our target market is your target market - engaged couples planning a wedding in the Charleston area.

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

Size	Dimensions	Color	Rate	Frequency
Homepage Ads Horizontal Banner Ad (1) Premium Position Button (1)	115 x 620 pixels 140h x 210w pixels	4 color	\$550 \$450	6 months
Charleston Bridal Show Page Horizontal Banner Ad (1) Button Ads (4)	115 x 620 pixels 140 x 210 pixels	4-color	\$450 \$350	6 months
Wedding Services & Professionals Page Horizontal Banner Ad (1) Button Ads (4)	See sizes above	4-color	\$450 \$350	6 months
Destination Brides Page Horizontal Banner Ad (1) Button Ads (4)	See sizes above	4-color	\$450 \$350	6 months
Newsletter Ad Only Horizontal Banner Ad (1) Button Ads (4)	See sizes above	4-color	\$350 \$250	3 issues, one every other month
Web Ad & Newsletter Combo Ads Horizontal Ad (your ad in 2 spots) Button Ads (your ad in 2 spots)	See sizes above	4-color	\$750 \$650	3 issues, one every other month

*Graphic design for Web artwork is available for a one-time \$100 set up fee.

Digital File Submission Procedures

Electronic files should be submitted at actual size on CD or sent via e-mail. Please indicate your company name, file format and the size and color of your purchased ad space.

PRINT

The following file formats are supported:

- PDF is the preferred file format.
- Native files must be Macintosh compatible and packaged as .sit or .zip files if e-mailed. PC generated files are only acceptable as PDF or TIF.
- Images must be 300 dpi or larger set to CMYK.
- Print-Ready PDFs with all fonts embedded.
- Use Press or PDF/X1-a settings.
- InDesign - up to version CS2 with all supporting fonts and linked files
- Flattened Photoshop tif or eps files.
- Illustrator ai, eps, or pdf files with all document links and fonts converted to outlines.
- Bleed requirement: 1/8".

Please contact Jill Lancaster, Graphic Designer, for more information @
P.O. Box 13237, Charleston, SC 29422
843-795-9606 or graphicsjill@aol.com

WEB

Banner ads must be provided in one of the following formats:

- JPEG
- GIF
- SWF (Flash)

Web site artwork must be 72 dpi.

Distribution

Each bride receives a complimentary edition of our magazine upon entering The Charleston Bridal Show. Other distribution locations include: Piggly Wiggly, Bi-Lo and Harris Teeter grocery stores in Charleston as a free publication. Publications are also available in Columbia, Greenville, Beaufort, Atlanta and Charlotte.

Contact & Questions

Contact Jill Lancaster for magazine ad development or questions at
graphicsjill@aol.com

For web ad development or placement contact Mila Radulovic at
ads@fashioniconinc.com