

Welcome to The Charleston Bridal Show & A Wonderful Wedding Magazine

Show Date – January 4, 2009

Gaillard Auditorium

Noon – 5:00 p.m.



Rate Sheet:

Bridal Show- Booth Space - \$800

Sponsorships: -

Gold- \$3200 (double booth, website link, lead list of attendees, advertising on billboard, radio, print ads, bridal bags, direct mailing, your literature in bride's bags as they arrive)

Fashion Show- \$2500 (single or double booth, lead list of attendees, website link, exclusive advertising of your product at the fashion show, inclusion in select advertising for the show)

Magazine - Quarter Page - Color - \$525
One Half Page - Color - \$950
Full Page - Color - \$1650

*Feature vendor articles - \$2950 (2 pages w/photos)

*Premium position ads: Inside Front Cover - \$1850

Inside Back Cover - \$1750

Back Cover - \$1950

*Graphic Design available

***Ad specs are as follows:**

Full Page

**8.5x11 trim size, plus bleed and crop marks (8.75x11.25 image size)
or 7.5x10 without bleed or marks**

Half Page

**7.5x4.875 horizontal
or 3.625 x 10 vertical**

Quarter Page

3.625 x 4.875 vertical

Digital File Submission Procedures

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

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
emailed. PC generated files are only acceptable as PDF or TIF.**

Images must be 300dpi 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 do not send any of the following:

Logos/images from the web or other low resolution files.

PC native files or TrueType fonts.

Word, Pagemaker or Publisher files. These files cannot be processed.

Quark native or Quark eps files

Send artwork and a hard copy of your ad to:

Olaf Ebert
contact@oebert.com

Upload large artwork to the following ftp site:

ftp upload/download

using a browser:
ftp://ftp.oebert.com/
name: tomorrow
password: twoday

using an ftp client:
domain: ftp.oebert.com
username: tomorrow
password: twoday

Contact - Kathy Puckhaber Baxley at 843-452-3950, if you have an ad ready for submission or Olaf Ebert at contact@oebert.com for ad development.

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. Also included will be distribution of our magazine in Savannah, Beaufort, Blufton, Columbia and the Greenville/Spartanburg area.