



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 and Web site are highly targeted, interactive media vehicles that reach thousands of brides and wedding services professionals. Many brides and planners 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.	\$900
Gold Sponsorship A gold sponsorship package includes a double booth, Web site link, lead list of attendees, advertising on billboard, radio, bridal bag literature inclusion and direct bridal mailing.	\$2500
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.	\$2000

Website 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 website – 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	\$400 \$350	6 months
Charleston Bridal Show Page Horizontal Banner Ad (1) Button Ads (4)	115 x 620 pixels 140 x 210 pixels	4-color	\$300 \$250	6 months
Wedding Services & Professionals Page Horizontal Banner Ad (1) Button Ads (4)	See sizes above	4-color	\$300 \$250	6 months
Destination Brides Page Horizontal Banner Ad (1) Button Ads (4)	See sizes above	4-color	\$300 \$250	6 months

Graphic design for Web artwork is available for a one-time \$100 set up fee. You retain your finished ad for future use.

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.

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

- JPEG
- GIF
- SWF (Flash)

Web site artwork must be 72 dpi.

Contact & Questions

For web ad development or placement contact our art department at ads@fashioniconinc.com