

# Internet



## Advertising

Sell to thousands of brides in the hottest, upscale bridal markets. Join Yacht Charters, Luxurious Hotels, Country Clubs, Department Stores, Bridal Salons and today's leading professionals at BrideWorld.com.

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

**Unique Visitors:** 100,000± annually. 2,000± weekly.

**Features:** Banquet Facilities Directory, Service Professionals Directory, Bride Expo Calendar; Q&A, Planning Tips, Monthly Opt-in Newsletter, In-depth Articles.

**Mailing Lists:** Approximately 10,000± brides annually. Monthly updates via Email.

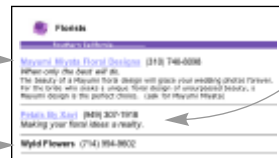
**Email Opt-Ins:** 8,000± per year.

**Production Specs.:** PPI: 72. Colors and images as RGB color. Formats accepted: PDF, TIF, EPS, MAC or PC platforms. Banners are single-image. Alternative text may be submitted with each, via email to [submissions@brideworld.com](mailto:submissions@brideworld.com). Limitations apply. Artwork assembly provided free-of-charge, if all elements are complete with layout. Artwork design and corrections charged at \$60 per hour.

### DIRECTORY LISTINGS

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 with Hyperlink, Slogan Line, Editorial Description, Contact Name, Address, Phone Number, and Email Address. Premium listings appear first, above Enhanced Listings and Basic Listings.



**Enhanced Listing:** Company Name with Hyperlink, Slogan Line, and Phone Number. 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.

## BrideWorld Added Value\*

ITEM	WHERE	TERM	VALUE	PRICE
HyperLink Upgrade	BrideWorld.com	12 Mos.	\$48	\$24
Editorial Upgrade	BrideWorld.com	12 Mos.	\$48	\$24
Basic Listing	Wedding Planner	12 Mos.	\$100	\$60
Display Ad (30K pc)	Direct Mail Brochure	3 Mos.	\$2000	\$1200
Banner Ad w/Link	E-newsletter	5000 Brides	\$290	\$232
Product Showcase	E-Newsletter	5000 Brides	\$290	\$232

### BANNERS

Highly-visible banners exist in four cascading levels. Each includes a link to your web site and optional alternative text. You'll be placed with maximum exposure in the path of brides shopping online. Choose your level to accommodate your budget while remaining focused on So. Cal. brides. (Unique positions on Banquet Facilities Index page.)

**Standard:** 230 wide x 120 tall

**Unique:** 150 wide x 80 tall

### EMAIL NEWSLETTER BANNER

Every monthly Enewsletter includes a total of three advertising banners. Each is a highly-visible standard size, of one image, that includes a hyperlink to your web site and optional alternative text.



### NEWSLETTER PRODUCT SHOWCASE

Every monthly Enewsletter showcases one unique product or service with a company logo, slogan, product or service description, and pictures, in full color. Supply the final elements and BrideWorld will create and assemble your showcase.



### MAILING LISTS

Save printing and postage costs! Utilize HTML Email to reach thousands of brides each year with the BrideWorld Mailing List. A monthly mailing list of newly-engaged brides will be emailed directly to your computer.

### Advertising Schedule\*

<b>Directory Listings</b>	Year
Premium Listing.....	\$ 500
Enhanced Listing .....	\$ 200
Basic Listing .....	\$ 100
<b>Monthly Mailing List Subscription</b>	Year
Email Subscription Monthly (12x).....	\$ 890 (10K names annually)
<b>Upgrades</b>	Year
Hyperlink .....	\$ 48
Editorial Text (200 characters & spaces) .....	\$ 48
<b>Web Site Banners</b>	Monthly
Level 1 .....	\$ 480
Level 2 .....	\$ 180
Level 3 .....	\$ 24
Level 4 .....	\$ 12
Banquet Facilities Index Page .....	\$ 24
Expo Registration Auto-Responder Email Adv. ....	\$ 290
<b>Newsletter &amp; Email Advertising</b>	Monthly
Email Newsletter Banner (5000 per mo.) .....	\$ 290
Email Newsletter Product Showcase (5000 per mo.) .....	\$ 290
Expo Registration Auto-Responder Email Adv. ....	\$ 290
NewsBlast Email (HTML plus 10¢ per name) .....	\$ 290

\*In-house orders only. Artwork production not included. Multiple placement discount applies to Banners 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.

**BRIDEWORLD**  
1-800-600-7080

[info@brideworld.com](mailto:info@brideworld.com)

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