



**Thank you for your interest in advertising with
The 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. The Charleston 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 |
|--|---|
| <p>Large Booth Space <i>10x8 booth space with skirted table. Booth is complete with black pipe and drape booth-8ft tall in back, 3 ft sides and two chairs.</i></p> | <p>\$900 (<i>Winter Show</i>) \$800 (<i>Summer Show</i>)</p> |
| <p>Small Booth Space <i>Same, but 6x4 space</i></p> | <p>\$700 (<i>Winter Show</i>) \$600 (<i>Summer Show</i>)</p> |
| <p>Gold Sponsorship <i>A gold sponsorship package includes a double booth, Web site link, lead list of attendees, advertising on various media outlets, such as tv, radio, print ads and bridal invitations.</i></p> | <p>\$2000 (<i>up to 2 logos per sponsorship</i>)</p> |

| | |
|---|---------------|
| <p>Fashion Show Sponsorship - Fashions</p> <p><i>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.</i></p> | <p>\$2000</p> |
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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 |
|---|---|-----------------------|---|---|
| <p>Homepage Ads</p> <p><i>Horizontal Banner Ad (1)</i></p> <p><i>Premium Position Button Ad (1)</i></p> | <p><i>115 x 620 pixels</i></p> <p><i>140h x 210w pixels</i></p> | <p><i>4 color</i></p> | <p><i>\$400</i></p> <p><i>\$700</i></p> <p><i>\$350</i></p> <p><i>\$600</i></p> | <p><i>6 months</i></p> <p><i>12 months</i></p> <p><i>6 months</i></p> <p><i>12 months</i></p> |
| <p>Charleston Bridal Show Page</p> <p><i>Horizontal Banner Ad (1)</i></p> <p><i>Button Ads (4 available)</i></p> | <p><i>115 x 620 pixels</i></p> <p><i>140 x 210 pixels</i></p> | <p><i>4 color</i></p> | <p><i>\$300</i></p> <p><i>\$500</i></p> <p><i>\$250</i></p> <p><i>\$400</i></p> | <p><i>6 months</i></p> <p><i>12 months</i></p> <p><i>6 months</i></p> <p><i>12 months</i></p> |

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|--|------------------------|----------------|-------|------------------|
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| Wedding Services & Professionals Page | | | | |
| <i>Horizontal Banner Ad (1)</i> | <i>See sizes above</i> | <i>4 color</i> | \$300 | <i>6 months</i> |
| | | | \$500 | <i>12 months</i> |
| <i>Button Ads (4)</i> | | | \$250 | <i>6 months</i> |
| | | | \$400 | <i>12 months</i> |
| Destination Brides Page | | | | |
| <i>Horizontal Banner Ad (1)</i> | <i>See sizes above</i> | <i>4color</i> | \$300 | <i>6 months</i> |
| | | | \$500 | <i>12 months</i> |
| <i>Button Ads (4)</i> | | | \$250 | <i>6 months</i> |
| | | | \$400 | <i>12 months</i> |

If needed, we can also make your ad for you. Graphic design for Web artwork (your ad) is available for a one-time \$200 set up fee. You retain your finished ad for future use with anyone you choose.

Digital File Submission Procedures

Files should be submitted at actual size (see above for sizes) sent via e-mail. Please indicate your company name, file format and the size 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 kathybaxley@gmail.com