

- BRIDAL WORKBOOK STATISTICS -

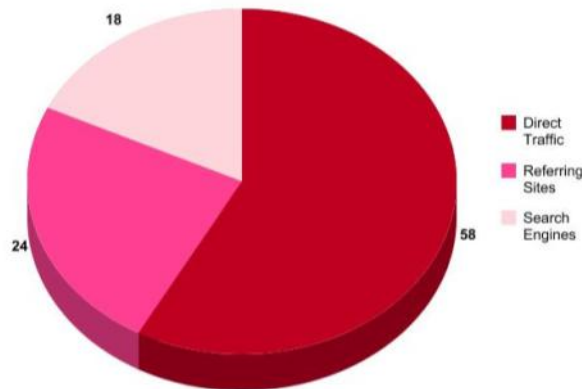
STATS:

- Average number of books distributed: 8,000-10,000 annually
- Website Hits: Over 30,000 a month

















DISTRIBUTION:

- Major bookstores including Barnes & Noble, Amazon.com, Abe Books, Alibris, etc..
- Bridal Shows & Events
- Online
- Affiliate Program

WHERE DOES OUR EXPOSURE COME FROM?



- COMPETITION COMPARISON -

Advertising Components Included in your Package	BANQUET & EVENTS	SEATTLE BRIDE MAGAZINE	SEATTLE MET BRIDE & GROOM	SEATTLE WEDDING WORKBOOK
FULL PAGE, COLOR PRINT AD				
ONLINE BANNER AD LINKING TO YOUR SITE				
BRIDE LEADS (500 bonus bride leads within 24 hours of signing up)				
- E-NEWSLETTER - WE BROADCAST YOU TO BRIDES VIA EMAIL				
BLOG POSTS, FACEBOOK & TWITTER MENTIONS				
INCLUSION IN THE ONLINE E-BOOK				
VIDEO INCLUSION				
AUDIO-BITE				
PRICES	\$895.00	\$3,395.00	\$8,479.00	\$499.00

- Prices are for 12-months of advertising.
- WE'LL MEET OR BEAT OUR COMPETITORS PRICES GUARANTEED!
- 500 NEWLY ENGAGED BRIDE LEADS WITHIN 24 HOURS OF SIGNING UP plus monthly leads for 12 months.

- BRIDAL WORKBOOK ADS -

FULL PAGE, FULL COLOR PRINT AD

WORKSHEET ON OPPOSITE SIDE

Workbook size: 6x9
Ad size 5.5x8.5.

Where do we sell our wedding workbook?

- 25,000+ different locations online
- Major bookstores including Amazon.com and Barnes & Nobles
- Affiliate program with over 200 affiliates
- Bridal events throughout the year
- Facebook and Twitter
- Direct mail and email

ONLINE AD -

- 2x2 photo.
- 20 word description of why a bride should buy from you.
- Audio-Bite (1-5 minute audio commercial listed under your name.)
- Direct link to your website
- Video of your services or product presented in the upper left hand corner of the webpage. This rotates with 4 other ads in your category.

**How popular are we? Google “wedding workbook” to see!
www.bridalworkbook.com is #1 and proud of it!**

- OUR MARKETING PACKAGE -

- **5.5x8.5 full color print ad** in the Seattle Wedding Workbook. Workbook is distributed for 12 months.
- **Banner ad** with 45 word description, photo or video, contact information & a direct link to your website for 12 months.
- **Audio-bite:** :90 second changeable audio for 12 months of tips and ideas for brides while telling them why you're the expert and why they should buy from you; what sets you apart from your competition? This humanizes an otherwise static online ad and we're the only ones that offer this service.
- **Monthly Bride Leads with a BONUS OF 500 LEADS WITHIN 24 HOURS OF SIGNING UP.**
- **SOCIAL MEDIA NETWORKING** - You tell us your specials and events and we will turn around and blog, post to Facebook and Tweet about them at no additional cost to you.
- **DIRECT EMAIL** - We send out a newsletter to opt-in brides every month. If you send us a special, tips, information about you, etc..then we'll include it at no additional cost to you.
- **VIDEO INCLUSION** - Include a video of your services on our website under the category you're featured in. This helps reflect your services.

TOTAL PRICE: \$499.00 for 12 months
(payment plan available: Two payments of \$250.00 each
(\$50.00 design and set-up fee additional)

**WE ONLY ALLOW UP TO 5 VENDORS IN EACH CATEGORY TO PARTICIPATE. THIS ENSURES THAT YOU
WON'T GET LOST & YOUR ADS WILL BE SEEN!**



- READY TO JOIN US? -

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DEADLINE: August 30, 2011

www.seattleweddingworkbook.com