

Central Coast Bride Magazine

Sept. 15, 2008 Edition

¹**Company Name** _____
Street Address _____
Business Type _____
City & Zip Code _____
¹**Web Address** _____

¹ This information will be included in your listing in the Index Pages of Magazine
² Please circle Y for yes or N for no if this email should be included in our Group Email distribution (Bridal Expo & Advertising updates + Bride referrals)

Contact for Ad sales (i.e., management)
Name _____
Phone _____
Fax _____
²**Email** _____ **Y or N**

Contact for Brides (i.e., event coordinator, etc.)
Name _____
¹**Phone** _____
Fax _____
²**Email** _____ **Y or N**

1. Magazine Advertising – All magazine ads include a print ad in the hard-copy Central Coast Bride Magazine. Ad sizes are ¼ page, ½ page, or full page. There is a Prime Placement option also available for full page ads (see table below). Overall magazine size is 6.5 x 9.5 inches. The magazine ad is displayed for 1-year and it includes one listing of your business in the index of the magazine. Advertisers receive a discounted booth at our bridal shows. Advertisers may elect to have a website ad (see #2 on Page 2)

Please circle your choice.

Please circle your choice.

Magazine Ad Information			Prime Placement ⁽³⁾	
Ad Size	Dimensions	Ad Price ⁽¹⁾	Ad Location	Ad Price
Quarter Page	2 8/10 x 4 3/10	\$625	Inside front cover	+ \$250
Half Page - horizontal	5 8/10 x 4 3/10	\$875	Page 1*	+ \$250
Half Page - vertical	2 8/10 x 8 8/10	\$875	Pages 2 or 3 *	+ \$200
Full Page ⁽²⁾	6 ½ x 9 ½	\$1250	Pages 4 or 5 *	+ \$150
Full Page ad + Prime Placement Location ⁽³⁾	6 ½ x 9 ½	\$1250 +	Pages 6 or 7 *	+ \$100
(Prime placement details to right)	(dimensions are in inches.)		Last page	+ \$100
			Inside back cover	+ \$100
			Back cover (outside)	+ \$350

- (1) You may choose to submit a Black & White ad if that is your design. However because Central Coast Bride is a full color magazine, we cannot give discounts for Black & White ads.
- (2) Full page ads may be either with or without bleed. See Full Page Ad Design Options section on Page 2 for details.
- (3) Full page Prime Placement ad price is the total of the Base Price for a full page ad (\$1250) + the associated Prime Placement Price. Prime Placement ads include a 1/4 page version in the body of the magazine in the relevant section.
- (4) Early bird discount for Magazine ads = \$25 for ads \$625 and below; \$50 for ads \$875 and above.
- (5) Magazine ad rates are based on ads that are submitted ready to print. If your current ad needs editing, a charge of \$75 per hour will apply. If you need an ad designed from scratch, we can provide local graphic artist referrals.

• **Standard Placement Information**

Section of Magazine where you want your ad to appear: _____

Index Category where your company name will appear: _____

(One Index category is included. Additional index category listings available, if approved, at \$150 each. Please call 929-575)

• **Prime Placement Information**

Section of Magazine where you want your included ¼ page ad to appear: _____

Index Category where your company name will appear: _____

(One Index category is included. Additional index category listings available, if approved, at \$150 each. Please call 929-5757)

Central Coast Bride
130 East Dana Street
Nipomo, CA 93444

805.929-5757 phone
805.343-9130 fax

www.CentralCoastBride.com
info@CentralCoastBride.com

Central Coast Bride Magazine

Sept. 15, 2008 Edition

2. Website Listing Advertising

Magazine advertisers may also elect to have a Website listing. Website listings include a business listing on Central Coast Bride's Website (our all new website will be launched by September 1, 2008). Website listing types are Standard, Silver or Gold. In each Business Category on the website (i.e., catering, photography, etc) business listings will be presented in the following order: Gold listings at the top, followed by Silver listings, followed by Standard listings. Within each listing type (Standard, Silver, Gold) listings will be randomly rotated via programming so that each listing will receive equivalent time in each position.

- Standard Website Listings include Business Name, Business Phone (1 only), Mailing or Street Address (if desired), and link to your Website.
- Silver Website Listings include all Standard Listing information plus your Business Logo, a 50 character description, and a link to your Email address, and up to 2 additional phone/fax numbers.
- Gold Website listings include all Silver Listing information plus a link to a Sub-Webpage for your business that includes up to 6 photos, the geographical Area You Service, Company Details/History. This text can be up to 500 words (up to 3000 characters including spaces). The Gold listing also includes a link to your own video (3-minute maximum), which will be posted on a 3rd party server, such as You Tube. It may be a video ad, a photo slideshow, or video showing you working your magic. Your choice-your production.

Please circle your choice.

Web Listing Options	Price	Price 2 nd category
Standard	\$225	\$150
Silver	\$375	\$200
Gold	\$525	\$250

You will be assigned a user name and password so that you can access and initiate your website listing. We will send your access information to you via email. You may also amend your website listing information at any time and as often as you choose (i.e., changes to email address, phone, etc). Central Coast Bride can also input your listing or make updates for you if requested, however a charge of \$50 would apply. Central Coast Bride will be available for technical support issues.

• Website Listing Placement Information

Section of Website where you want your listing to appear: _____

(i.e., Catering, Photography, etc.) One category included. Additional category listings available, if approved, at the 2nd category pricing noted in the above table.

3. Website Banner Advertising

Magazine advertisers may also elect to have a Website Banner Ad. This advertising includes a rotating Banner Ad plus a Gold Website Listing (our all new website will be launched by September 1, 2008). Website Banner Ads will be Square or Rectangular. Banner Ads may be placed either 1/ on the web page where businesses of your type are listed (i.e., caterers, photographers, etc.) or 2/ on the main landing pages of the website (i.e., home page, articles pages, etc). Banner ads will be randomly rotated so that each listing will receive equivalent time in each position.

Please circle your choice.

Banner Ad Location Options	Price	Size ¹	Max. #
On the Web Page of Your Business Category	\$775	Square	3 per category
On the Web Page of Your Business Category	\$825	Rectangle	3 per category
Main Website Pages (home & landing pages)	\$975	Square	12 maximum
Main Website Pages (home & landing pages)	\$1025	Rectangle	12 maximum

¹ Banner Ad dimensions and submittal details will be available when the website redesign is completed. Approximate sizes are Square = 1.5" x 1.5". Rectangle = 1.5" x 3.0" or 3" x 1".

Central Coast Bride Magazine

Sept. 15, 2008 Edition

4. Submission & Payment Deadlines

Type	<u>Reservation Deadline</u> ⁽¹⁾	<u>Art/Data Due Dates</u>	<u>Early Bird Discount</u> ⁽²⁾	<u>Final Payment Date</u>
Print Ad	June 15	July 1	June 1	August 1
Website Listing	June 15	July 1	na	September 1
Banner Ad	July 15	July 15	na	September 1

(1) 50% due with reservation for all ad types.

(2) Early bird discount for Magazine ads = \$25 for ads \$625 and below; \$50 for ads \$875 and above.

5. Submittal Information

Magazine Ad Artwork

- We have a list of local graphic design artists should you need help in designing your ad. Supply art on CD, DVD, e-mail (if smaller than 1MB) or via the internet on our FTP site.
- Please be sure to send only one version of your ad (do not include multiple versions).
- Your submission must include a hardcopy printout of your ad. Mail your hardcopy ad printout to the address at the bottom of this page. We need this approved proof in order to match color and contents. Please specify that this hard copy artwork is your ad proof and sign & date it at the bottom.
- Rates are based on ads that are submitted ready to print. If your current ad needs editing, a charge of \$75 per hour will apply. If you need an ad designed from scratch, we can provide local graphic artist referrals.
- Full Page Ad Design Options - "Without Bleed" is an ad with a white border around it. "With Bleed" is an ad with the color extended all the way to the edge of the page. Final actual page size is 6 ½ x 9 ½. With or without bleed, the full page ad 'live' area size is 5 8/10 x 8 8/10. Text/photos should be kept within this 'live' border. Please extend Bleed color ¼ inch beyond the 6 ½ x 9 ½ cut page size to allow for cutting variations.

File Formats Accepted:

- Adobe In Design, Illustrator or Photoshop
- Save ad as a Flattened PDF or TIF file
- Use 300 dpi or greater resolution (for a sharp crisp print)
- Use grayscale (for B&W ads) or CMYK for color ads (no RGB)

FTP Instructions:

When submitting files via FTP, please also send us an email letting us know to expect its arrival, so that we can confirm receipt. The user name and password to access the site are listed below (these are case sensitive). Drop the file in the "Ads" directory.

- Address: ftp://ftp.centralcoastbride.com User: Ads%centralcoastbride.com Password: ccb

Website Listing Submission

You will be assigned a user name and password so that you can access and initiate your website listing. We will send your access information to you via email. You may also amend your website listing information at any time and as often as you choose (i.e., changes to email address, phone, etc). Central Coast Bride can also input your listing or make updates for you if requested, however a charge of \$50 would apply. Central Coast Bride will be available for technical support issues.

Banner Ad Submission

Central Coast Bride will call you with Banner Ad dimensions and submittal information. Your included Gold Website Listing will be managed as described in the section above (Website Listing Submission).

Central Coast Bride
130 East Dana Street
Nipomo, CA 93444

Central Coast Bride Magazine

Sept. 15, 2008 Edition

6. Your Order Summary

Ad Type	Pricing
Magazine Ad	\$
- additional index listing	\$
Website Listing	\$
- additional category list	\$
Banner Ad	\$

Total \$ _____
 Early Bird Discount - \$ _____
 Total \$ _____

7. Payment Information

	Method of Payment	50% Deposit Amount	Final Payment Amount
	Check Enclosed		
	Visa or Master Card		

Please mail/fax completed contract to the address below. Enclose at least the 50 % deposit to reserve your ad.

After May 15th, this ad placement is non-cancelable by advertiser. By signing this agreement, advertiser acknowledges that he/she has not relied upon any promises, statements or representation other than as contained herein and hereby acknowledges receipt of a copy of this contract. Upon failure or neglect of advertiser to pay as stipulated above on receipt of statement, the entire unpaid balance shall become due in full immediately. Rates are based on ads that are submitted ready for print, if not, additional production charges will be incurred @ \$75 per hour. Checks returned by bank as unpaid are subject to a \$25 fee.

Advertiser's Signature _____ **Date** _____

Visa/MC # _____ Expiration Date _____ 3-Number Security Code _____ Name on card _____ Signature _____ Date _____
Initial amount to be billed to your credit card \$ _____ Date to be billed: _____ Final payment to be billed to your credit card \$ _____ Date to be billed: _____