

## The brides' 'bible' for wedding planning:

'Cape Fear Wedding' gives you full marketing support:

1. Your message in the book brides carry in their purses and use as a daily resource as they plan their weddings.
2. Free professional ad layout by our award-winning designers ensures your message gets noticed. Your ad will be easy to find, logically grouped with related editorial copy.
3. Targeted distribution. Don't waste your advertising dollars reaching people who aren't planning a wedding. A typical copy of our book is presented to a bride by a wedding vendor, not picked up from a stack in a convenience store. Another 100-plus copies a month are mailed to out-of-town couples getting married in the Cape Fear area.
4. The reach of the Web. Your ad will be online, on CapeFearWedding.com, whose steadily growing audience now generates more than 10,000 visits each week. Your online ad includes free links to your website and email.
5. Bringing you lucrative "destination" weddings. Couples from all over want to get married on the North Carolina coast. When they search for vendors, they find CapeFearWedding.com, and our advertisers. By the hundreds every year, these brides register with us, asking for detailed information about our advertisers' services. Reach these out-of-town couples directly through our flexible, easy to use online sales leads service.
6. Customized leads database. Advertisers have 24-7 access to our exclusive online database of sales leads, targeted to their business. Registered brides have requested detailed information about the products and services they need. They are waiting to hear from you! We make it easy for you to manage the contact data we provide, which is downloadable in many formats. We even provide a pre-formatted MS-Access template to help you get started.
7. Flexible, powerful marketing options. These include "preferred" status for your web listing, rotating banner ads, anchored tile ads, and preferential booth selection at the annual Cape Fear Wedding Show in November.
8. Mailing services. Whether through U.S. Mail or email, we can create and schedule mailed marketing campaigns to your targeted prospects.
9. Complete business marketing kits. We can design a logo, create and print business cards, brochures, postcards, rack cards, letterhead and envelopes -- everything you need to define your brand and professional image.

## What you get from us:

### 1. Full color print ad



### 2. Web ad with links



### 3. Targeted sales leads



(910) 392-5228

(888) 755-0550

www.capefearwedding.com

# CAPE FEAR Wedding

## Working with 'Cape Fear Wedding' is different.

It's a partnership with our clients, and we take it seriously. So get used to having someone on your side, because we're here to help you achieve your business goals. Our book, website and bridal show work together to serve both brides and wedding vendors.

It's not enough to publish the most comprehensive, best designed and best organized wedding planner in Southeastern North Carolina. 'Cape Fear Wedding' continues to push the envelope of service and technology to make ourselves indispensable: both to engaged couples and to the wedding professionals who serve them.

## 'Cape Fear Wedding' is an elite marketing vehicle for elite vendors.

We think 'elite' is not as much about your prices as it is about your standards and the quality of products and service you promise. In a time when value is so important, brides want to know which vendors stand above the competition. Delivering your message through 'Cape Fear Wedding' is a powerful signal to your customers about the kind of business you operate.





# Advertising rates

## Summer-Fall 2010 issue

This is our premium planning sourcebook for brides. Targeted free distribution puts 5,500 copies in the hands, and purses, of brides throughout the Cape Fear region and beyond. Reach from May 2010 to November 2010.

### All display advertisers receive:

- Directory listing under all relevant categories
- Free listing, ad posting and live links on **CapeFearWedding.com**
- Access to online **prospect database** of engaged couples

Display advertising space	Two issues (12 Months)	One issue (6 months)
Full page 4.875" x 7.75" <i>bleed available on full page ads only. 5.5" x 8.5" plus 1/8" on margins</i>	\$1,250	\$800
3/4 page 4.875" x 5.75"	\$1,050	\$675
1/2 page 4.875" x 3.75" or 2.312" x 7.75"	\$800	\$525
1/4 page 2.312" x 3.75" or 4.875" x 1.75"	\$500	\$350
Preferred vendor (web banner ads)	add \$100	add \$60

10% discount if paid on contract; 5% discount w/ full payment net 30 days

### Premium positions with full page, 12-month contract only

Back cover	add \$300	N/A
Inside front & back covers & page 3	add \$250	N/A

### Deadlines

Contract (space reservation)	April 16, 2010
Ad delivered on disk or by email	April 23, 2010

### Terms

Standard contract terms require full payment upon publication. See 2009 Supplemental Rate Chart for details on deferred payment plans, available on request with acceptable credit history. Late payments, unless approved in advance by publisher, are subject to monthly finance charges.

### Digital art requirements

All ads should be supplied digitally. *CDs must be formatted for Windows.* All artwork must be CMYK or grayscale. Acceptable formats include:

Adobe PDF	(300 dpi)
Adobe Photoshop EPS or TIFF	(300 dpi)
Adobe Illustrator EPS	(art must be EPS; change fonts to outlines)
JPEG, saved at high quality/low compression	(300 dpi)

*We cannot be responsible for the reproduction quality of any artwork submitted at less than 300 dpi.*

## Ad sizes

1/2 page vertical 2.312" x 7.75"	1/4 page horizontal 4.875" x 1.75"
1/4 page vertical 2.312" x 3.75"	1/2 page horizontal 4.875" x 3.75"
full page 4.875" x 7.75"	3/4 page 4.875" x 5.75"
optional full bleed 5.5" x 8.5" plus 0.125 on margins	

## Cape Fear Images, Inc.

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(888) 755-0550  
(910) 313-2523 fax

publisher@  
capefearwedding.com  
www.capefearwedding.com

## Cape Fear Wedding Show

Wilmington's number one wedding planning resource presents the region's only Autumn wedding show, ideally scheduled for booking Spring and Summer weddings.

**Details:** From Noon to 3 p.m. Sunday, Nov. 14, 2010, Schwartz Center, North Front Street in downtown Wilmington. Booking now!

**Rate:** \$400 for 10x8 foot booth with signage, table, linens and power. Double booth: \$700.

## Why brides love, and rely on, 'Cape Fear Wedding'

The book is designed for planning. Editorial content and ads are organized by content. Purse-size format. Plain-paper planning pages. All these features make it easy for brides to keep, carry, write in, and use it as their planning "bible."

Among the reasons brides love, and rely on, Cape Fear Wedding:

\* Topical organization. Our step-by-step layout puts how-to articles on each aspect of a wedding together, on the same pages as relevant advertising.

\* Objective editorial content. All articles are written and edited by our staff, not by our advertisers. Brides know that they can rely on our advice as unbiased. We offer a great showcase for our advertisers' messages, but our editorial features are not for sale.

\* Easy-to-use checklists and calendars, in a compact book that's easy to carry, make this book a bride's one-stop information source about local vendors.

All these features are complemented by our popular bridal registration system, which generates valuable "opt-in" prospects for your direct marketing efforts.