

In print, in person, online...

HILTON HEAD
Bridal Show.com
by Hilton Head Monthly

YOUR TOTAL BRIDAL SOLUTION



February 19, 1-4 p.m. at Hampton Hall

*A multimedia marketing solution for the bridal professional —
print, online, e-newsletters and a first-class bridal event.*

Monthly Spotlight

Reach brides year-round with Hilton Head Monthly's special editorial focus that covers aspects of the wedding industry. Each month represents an important phase of a bride's planning process, from photographers and flowers to party rentals and gifts. Target your advertising to brides who will be reading helpful articles and features about your industry.

**NEW
THIS
YEAR!**

The Total Bridal Solution

PRINT | ONLINE | EVENT

Have your ad featured in *three issues of Hilton Head Monthly*, be visible year round on our HiltonHeadBridalShow.com website, then receive a complimentary booth at this years Bridal Show Event!

Sign up today! Don't miss this incredible marketing opportunity!



Wedding Section



Online Ad



Event Booth

Contact: 843.842.6988

Bridal Marketing Options



TOTAL BRIDAL SOLUTION (TBS): Print | Online | Event
PURCHASE: Three Print Ads, an Annual Online Package, Receive an Event Booth FREE!



PRINT ONLY *(Ads displayed year-round on Digital Edition!)*

Size	Gross Price	February	September	One Additional Month in Wedding Section	Net Total
Spread	\$2,940	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Mo. _____	_____
Full	\$1,960	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Mo. _____	_____
1/2	\$980	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Mo. _____	_____
1/4	\$490	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Mo. _____	_____
1/8	\$245	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Mo. _____	_____

*15% off for camera ready discount.

PRINT TOTAL: _____

ONLINE ONLY

Size	Net Price	3X	6X	One Year	Other	Net Total
Leader Board	\$125	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____
Vertical Cube	\$75	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____

*3 Month minimum.

ONLINE TOTAL: _____

EVENT ONLY

Size	Net Price	Number of Booths	Total
Booth + Advertising*	\$200	_____	_____
Booth Only	\$500	_____	_____
Total Bridal Solution	FREE!	_____	_____

*Must purchase minimum of \$300 print or online to receive discounted booth

TOTAL: _____

GRAND TOTAL: _____

Name: _____

Customer Authorization: _____ Date: _____

BONUS!

Receive an exclusive article about your business on HiltonHeadBridalShow.com when purchasing \$1000 or more of bridal marketing. You can submit an article or opt to have one of our writers interview you. Online coverage also includes photos and links to your web site. Requirements: 500 word limit and photos must be submitted.



Magazine Requirements

Accepted Media

CD • DVD

Preferred Formats

(Macintosh Platform only)

PDF (CMYK, 300 dpi, fonts embedded), PSD (CMYK, 300 dpi, flattened layers), EPS (CMYK, text changed to paths), JPG (CMYK, 300 dpi) or TIF (CMYK, 300 dpi, no LZW compression).

Accepted Applications

(Macintosh Platform only)

InDesign CS • Quark Xpress 6.5 (all fonts must be included along with all images—see Images below for format requirements) • Adobe Acrobat (cannot be edited) • Adobe Photoshop CS • Adobe Illustrator CS

Images

All images supplied must be 300 dpi and must be CMYK. All vector images must be saved as EPS files. All fonts must be changed to paths.

Fonts

All fonts for electronically supplied ads must be submitted (printer & screen). Our printer will only accept OpenType or Type 1 fonts, and prefers Adobe OpenType and Type 1 fonts. Any other font supplied is subject to the closest Type 1 font available. Please note that fonts CANNOT be bolded or italicized using the measurement tool bar or keyboard. The font MUST be a bold or italicized version of that font found in the font menu.

Trim Size and Bleeds

All ads must be built to their trim size with a 1/8" bleed. Only full size ads are allowed to bleed.

Electronic Submissions

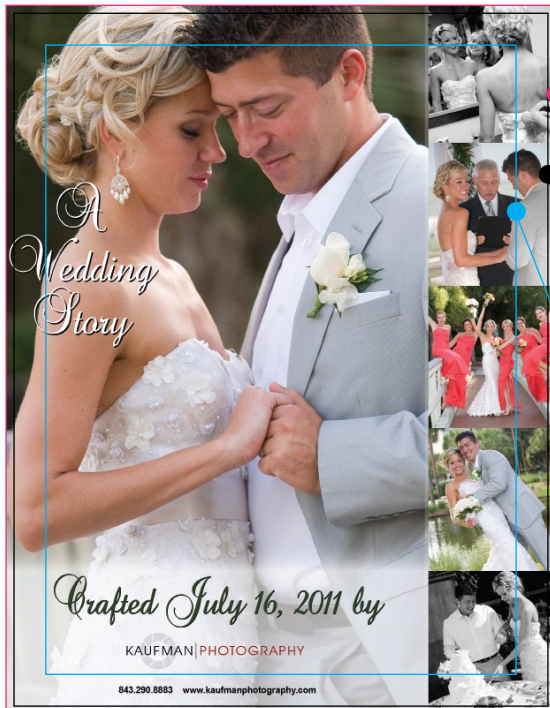
E-mail submissions must be made as attachments and the attachments must remain under 4mb to transmit. Such submissions may be sent to graphics@monthlymag.com. Any collected ad over 4mb may be submitted via our FTP site using a web browser. Go to <http://transfer.monthlymag.com> • User name: monthlymedia • Password: magazine.

(Monthly will not be responsible for loss of color or quality due to converting files submitted in unacceptable formats.)

SPACE DEADLINE FOR PRINT - JAN. 13
DEADLINE FOR BOOTH - FEB. 10

EXAMPLE:

full page bleed ad

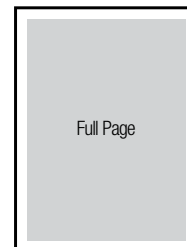


• Bleed (.125")

• Trim

• Live Area

All pertinent information (phone numbers, headlines, body copy, important people or objects should remain inside the Live Area to ensure they'll be seen properly and not trimmed off.



Magazine Trim Size

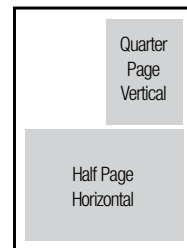
$8\frac{3}{8}'' \times 10\frac{7}{8}''$ • 8.375 x 10.875

Full Bleed

$8\frac{5}{8}'' \times 11\frac{1}{8}''$ • 8.625 x 11.125

Full Page—No Bleed

$7\frac{3}{8}'' \times 9\frac{7}{8}''$ • 7.375 x 9.875

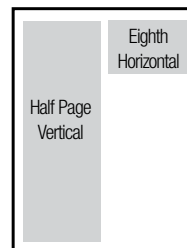


Quarter Page—Vertical

$3\frac{1}{2}'' \times 4\frac{3}{4}''$ • 3.5 x 4.75

Half Page—Horizontal

$7\frac{3}{8}'' \times 4\frac{3}{4}''$ • 7.375 x 4.75



Half Page—Vertical

$3\frac{1}{2}'' \times 9\frac{7}{8}''$ • 3.5 x 9.875

Eighth Page—Horizontal

$3\frac{1}{2}'' \times 2\frac{1}{4}''$ • 3.5 x 2.25

HILTON HEAD *Bridal Show.com* by Hilton Head Monthly

Presented by Monthly Media Group and Hampton Hall
February 19, 2012, 1-4 p.m.

Show Features

- Collection of attendee contact information; all event exhibitors will receive an e-mail list following the show
- An effective publicity campaign including promotion via local radio, TV, Hilton Head Monthly, hiltonheadbridalshow.com, hiltonheadmonthly.com, Monthly e-Newsletters and more
- Show directory listing (Bridal Passport) each exhibitor's product / service
- Admission charged to ensure quality of attendees
- Overprint of bridal section from February 2012 Hilton Head Monthly distributed at the event

For the Guests

- His and hers *Bridal Fashion Show*
- *Raffle Prizes* and our most popular contest, a drawing for brides and grooms to have their wedding commemorated in a magnificent *2-page Feature in Monthly*
- *Man Cave* for Grooms in Hampton Hall Billards Room

Exhibit Space Includes

- One draped 6-foot table with linens and two chairs
- Company I.D. sign (display signage must be brought by vendor)

Deadline to reserve exhibit space is February 10, 2012
Deadline for ad space is January 11, 2012
