

# Advertising Rates/Specifications

## 2012 Seattle Wedding Show Magazine

### Deadlines

Material Deadline: September 15, 2011

Distribution Date: November 18, 2011 (25,000 copies)

If you are an advertiser on Weddingshow.com with a link only or premium listing, we will post your ad online. We will post your ad after the magazine is published.

<u>Page Costs</u>	<u>B&amp;W</u>	<u>4 Color</u>	<u>Deposit</u>	<u>Online Animation</u>
Covers	\$1900	\$2000	\$400	\$200.00
Full page	\$1350	\$1450	\$300	\$200.00
2/3 page	\$900	\$1000	\$200	\$150.00
1/2 page	\$700	\$800	\$150	\$100.00
1/3 page	\$500	\$600	\$100	\$100.00
1/6 page	\$300	\$400	\$100	
1/12 page	\$200	\$300	\$50	

Balance is due in two equal payments on August 10, 2011 and October 10, 2011.  
Deposits are not refundable after June 10, 2011.  
No cancellations or refunds after September 15, 2011.

### MECHANICAL REQUIREMENTS

#### Digital files:

- 4-COLOR Artwork Convert to CMYK.
- 300 dpi
- EPS or PDF preferred.
- Must include all graphics EPS, TIFF and the original art files.
- Outline all fonts.
- Include a color print with the file.
- CD (Macintosh format) or upload to our FTP site. (See uploading instructions pg. 3)
- We CANNOT accept video images, JPG, or MPEG images that are 72 dpi.

#### Animated online advertising (Optional Upgrade)

- Editable Flash file.

#### WE CAN CREATE YOUR AD

- We need your photo(s), descriptive copy, logo, address and phone number.
- Logos must be provided on disk or as camera-ready art for best resolution quality.
- See Mechanical Requirements above for further specifications.
- Layout billed at \$75.00 per hour.

#### VIEW A COPY OF THE 2010 SHOW MAGAZINE AT

<https://www.weddingshow.com/swsflipbook/index.html>



To reserve advertising space contact

Howard Jensen

The Seattle Wedding Show

425-744-6509 or 1-800-505-5900

Fax: 425-744-6316

19231 36<sup>th</sup> Ave W, Suite P

Lynnwood, WA 98036



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**Full Page  
Bleed**

8.625" W x 11.25" H  
Trim size is:  
8.375" W x 10.875" H  
\$1,350 B&W  
\$1,450 4 Color  
Cover:  
\$1,900 B&W  
\$2,000 4 Color

**Full Page  
No Bleed**

7.375 W x 9.875 H  
\$1,350 B&W  
\$1,450 4 Color

**2/3 Page  
Vertical**

4.861 W x 9.875 H  
\$900 B&W  
\$1,000 4 Color

**1/2 Page  
Horizontal**

7.375 W x 4.854 H  
\$700 B&W  
\$800 4 Color

**1/3 Page  
Square**

4.861 W x 4.854 H  
\$500 B&W  
\$600 4 Color

**1/3 Page  
Vertical**

2.347 W x 9.875 H  
\$500 B&W  
\$600 4 Color

**1/6 Page  
Vertical**

2.347 W x 4.854 H  
\$300 B&W  
\$400 4 Color

**1/12 Page  
Square**

2.347 W x 2.347 H  
\$200 B&W  
\$300 4 Color

**Sending in your artwork:**

You can send in your ad by three means:

**Email** If your file is 5 MB or less please email it to [howard@weddingshow.com](mailto:howard@weddingshow.com)

**CD or DVD**

Burn your advertisement to disk, in Macintosh format. Send the disk along with a print of your artwork so we can view the ad as you have designed it. Include the form below.

**FTP** We recommend that you use FTP client software to transfer you files. Send your files in a folder with your company name, so we can identify who they are coming from. If your files are large, please make sure they are stuffed or zipped before uploading.

Here is a link to free FTP client software to help you download.

<http://coreftp.com/download.html>

Site: <ftp.weddingshow.com>

FTP Username: 2839.weddingart

FTP Password: S8ry0Vrhe&

Please email [howard@weddingshow.com](mailto:howard@weddingshow.com) to notify us that you have uploaded your artwork.

**ARTWORK FORM**  
(TO BE INCLUDED WITH CD Or DVD)

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Instructions (If any) \_\_\_\_\_

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