



Advertising Spec Sheet
2010



The couples who use The Wedding Co. expect a resource they can **trust** while planning their wedding and that is why each member of our community is **hand-picked** based on their quality of service/product, experience and reliability.

THE LIST	\$700 / year	This "Jewel" received the highest number of visits on the entire website Each category is limited Listing includes a 15-word description, contact coordinates, hotlink & photo or logo Video link available for an additional \$125 Multiple categories available for \$150 (pending approval) and multiple cities for \$75				
EMAIL BLAST	\$760* <small>*\$0.30/subscriber Based on current numbers</small>	An exclusive email sent directly to current subscribers; it includes logo, 250 words & hotlinks Only one email per week - sent on Wednesday Lead time: 2-3 weeks				
BLOG ROLL	\$500	Sponsored blog post on The Daily News - remains "sticky" for 24 hours then moves down Includes logo, photo, 250 words & hotlinks Lead time: 1 week				
MONDAY MORNING	\$360* <small>*\$0.15/subscriber Based on current numbers</small>	Big Box Ad on Monday morning newsletter direct to subscribers Only one ad per email includes link to website or email Lead time: 2 weeks				
WEB REAL ESTATE We'll create a campaign to suit your budget...	TYPE OF AD	PAGE LOCATION	CPM**	# OF AD VIEWS FOR: \$250	# OF AD VIEWS FOR: \$500	# OF AD VIEWS FOR: \$1000
	Sky-Scraper (160x600)	Left Side Run of Site	\$10.00	25,000	50,000	100,000
	Big Box (300x250)	Homepage or Blog Roll	\$10.00	25,000	50,000	100,000
	Display Ad (200x150)	Left Side Run of Site	\$5.00	50,000	100,000	200,000

**CPM refers to the cost for 1,000 ad views: To calculate the # of ad views for your budget, divide your budget by the CPM rate, then multiply by 1000

The best way to convey your message and promote your company is through one or a combination of our services.

We would like to extend the following to you:

Choose 2
& receive a
5% discount

Choose 3
& receive a
10% discount

Choose 4
& receive a
15% discount

Interested in getting started or have a question?
For more details contact:
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