



MEDIA KIT

ONLINE MARKETING



AN INVITATION TO ADVERTISE

WeddingConnections.com

PO Box 7191

San Diego, CA. 92167

858-270-6155

Toll Free: 866-4-Bridez -866-427-4339

Advertise@WeddingConnections.com

ABOUT WEDDING CONNECTIONS



WeddingConnections.com provides a media center that is current, informative, fresh, fun and most of all, user-friendly. Secondly, they provide their couples, family and friends tools to help them plan memorable events. Wedding Connections provides free access, with no sign in requirements to view their resources, wedding articles, inspiring photo galleries, honeymoon registries, and access to bridal stores, for convenient online shopping to name a few.

WeddingConnections.com' online advertising mission is to connect newly engaged couples to professional wedding service providers in less than 3 clicks!

WeddingConnections.com strives to satisfy the savvy bridal couples search for professional assistants that will turn into qualified leads for your company.

WC GETTING THE WORD OUT



WeddingConnections.com promotes your business by promoting our online wedding resource guide through a myriad of marketing strategies.

- a. Partnering with bridal show producers throughout the US to enhance our exposure.
- b. Active participation in industry associations to keep abreast of current trends, network and education.
- c. Optimizing for placement in the top search engines have gain us great exposure over the last 14 years and is only becoming stronger as we rank first page listing in hundreds of organic wedding search strings.
- d. Advertising partnerships with local wedding magazines, bridal show producers and wedding websites.
- e. Viral marketing campaigns

ABOUT YOUR WC AD



WeddingConnections.com makes it easy not only for the bridal couple, but for their advertiser. WC creates value for their customer's online presence by offering links to their website, social media accounts, and other promotional marketing material, i.e. coupons, maps, videos and online brochures.

WC allows you to make changes to your ad any time, any day and as often as you see fit. WC wants you to be happy with your ad and want you to feel free to making the changes you need to present your message, all this at no additional cost.

WeddingConnections.com ads run on an annual base, but can be set up on a month to month billing plan. WC requires a minimum of three months contract for the monthly plan. Prior to ads expiring, customers are contacted for renewals, so there is never a worry that ads will be dropped or charged for the next year without contact from our office. In fact, our customers are notified 60 days prior to renewal dates.

ADVERTISING PACKAGES ON WC



By offering a myriad of advertising options and price ranges, it allows for a great marketing plan tailored for every budget!

Standard Free Listing

- Listing in one service specialty and region.
 - Listed in sub-categories where applicable.
 - Company name, contact name, address, phone and fax number.
 - Listing will be listed in alphabetical order under all bold listing.
 - A brief description of your company.
- (NOTE: Standard free Listings are not guarantee first page listing in your category)

Bold Listing - \$60 per year

- Bold listing in one service specialty and region.
 - Listed in sub-categories where applicable.
 - Company name, contact name, address, phone and fax number.
 - Listing will be listed in alphabetical order above all standard listing.
 - A brief description of your company.
- (NOTE: 50% DISCOUNT ON ALL ADDITIONAL CITIES AND/OR CATEGORIES)

Email Listing – \$120 per year

- Bold Email listing in one service specialty and region.
- Listed in sub-categories where applicable.
- Listing will be listed in alphabetical order above all standard listing.
- Company name, contact name, address, phone and fax number and email link.
- A brief description of your company.

(NOTE: 50% DISCOUNT APPLIES TO ADDITIONAL CITIES/CATEGORIES)

Weblink Listing - \$20 per month / \$240 per year

- Weblink listing in one service specialty and region.
- Listed in sub-categories where applicable.
- Listing will be listed in alphabetical order above all standard listing & email listings.
- Listing includes company name, contact name, address, phone and fax number, direct **weblink to your website, email link, blog link, Facebook, Twitter, LinkedIn, brochure, virtual tour link and promotion coupon.**
- A brief description of your company.
- Guaranteed first page listing in your one service specialty and region.

(NOTE: 50% DISCOUNT APPLIES TO ADDITIONAL CITIES/CATEGORIES)

Enhanced Weblink Listing - \$40/month / \$480 per year

- Enhanced Weblink listing in one service specialty and region.
- Listed in sub-categories where applicable.
- Listing will be listed in alphabetical order above all Standard Listing & Weblink Listing.
- Listing includes company name, contact name, address, phone and fax number, direct **weblink to your website, email link, blog link, Facebook, Twitter, LinkedIn, brochure, virtual tour link and promotion coupon.**
- Plus prominent image/logo (150 x 100 pixels).
- A brief description of your company.
- Guaranteed first page listing in your one service specialty and region.

(NOTE: 50% DISCOUNT APPLIES TO ADDITIONAL CITIES/CATEGORIES)



Weblink Rotating Banner - \$50/month/\$600 per year, minimum 3 months

Rotating Banner listing will be placed on the right hand side column of the website, starting at 4th banner from top. Rotating Banner will rotate with other banners on all website pages excluding the home page. Rotating Banner listings include weblink & color photo/logo (150x100 pixels).

Advertising statistics available.

(NOTE: 50% DISCOUNT APPLIES TO ADDITIONAL CITIES/CATEGORIES)

Highlight Weblink Rotating Banner - \$100/month/\$1200 per year

Highlight Rotating Banner will rotate with only three other banners at the top of every page in your selected service region. Highlight Rotating Banner includes, weblink & color photo/logo (150x100 pixels). Advertising statistics are available.

(NOTE: 50% DISCOUNT APPLIES TO ADDITIONAL CITIES/CATEGORIES)

E-Newsletter Sponsorship – *All submissions must be wedding related. Newsletters are sent out quarterly. Each issue will run for 90 days on home page navigation. Thereafter they will be placed in archives on our site index web page. (Submissions are free for all existing website link customers.)*

- Full Page Color – \$200 - per issue
- Half Page Color – \$100 per issue
- Quarter Page Color – \$50 – per issue



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