

## THE VERMONT WEDDING RESOURCE GUIDE 12th EDITION

### 10 REASONS TO ADVERTISE

1. **REACH YOUR TARGET MARKET...***this book goes directly into the hands of your target market - couples planning weddings in VERMONT.*
2. **COLOR !! PROMOTE YOUR BUSINESS IN COLOR...***full page COLOR advertisement, plus a full page black & white standard page for **ONLY \$895**.*
3. **EXTENSIVE AVAILABILITY AND EXPOSURE...***The book will be given as a FREE gift to brides, is available at large popular bookstores, Vermont independent bookstores, internet book retailers, all of the major wedding shows and events, jewelry stores, direct mailings, and through numerous giveaway promotions throughout the state. AND YOUR CUSTOMERS can get the book for FREE on our website, [www.vermontweddingbook.com](http://www.vermontweddingbook.com).*
4. **AN ENTIRE YEAR OF ADVERTISING...***This guide is in circulation for an entire year so your ad will be viewed for a much longer time than traditional magazine and newspaper ads.*
5. **PERSONAL SERVICE...***We look forward to working with each client in developing the perfect page for the guide. We also work with many clients on special promotions and giveaways.*
6. **FULL PAGE AD...***Your company will have its own page! Your own page gives you enough room to include your full detailed editorial, a good-sized photo and your logo, all at no extra charge for black & white page design and layout or as little as \$60/hour for color page design and layout!*
7. **ECONOMICAL...***We keep our advertising prices low so both large and small wedding businesses have an opportunity to participate. At a cost as low as \$395 your ad will reach between 5,000 and 10,000 couples. That is only pennies per couple!*
8. **EASY TO ADVERTISE...***All you need to do is supply us with the information for your advertisement - color ad design is only \$60 per hour and black & white ad design will be done for you at no extra charge. If you'd like more direct control over your ad we can send you a copy of our advertising guidelines and you can put the piece together yourself.*
9. **FREE BOOKS FOR YOU...***You will receive two free copies of the guide. More copies available for just \$2.00 per copy!*
10. **LARGE DISTRIBUTION...***Between 5,000 and 10,000 books will be distributed; our distribution grows every year! We sold out our first edition!*

Please do not hesitate to call or e-mail us if you have any questions.  
**(802) 749 - 4843 or [info@vermontweddingbook.com](mailto:info@vermontweddingbook.com)**  
We look forward to working with you and hope you have a great day!



**VERMONT WEDDING RESOURCE GUIDE  
RESERVATION FORM**  
Reserve \* **NOW** \* (Artwork due by **SEPTEMBER 15th**)

*Please fax us a copy of this form and mail the original with your payment.*

**FULL PAGE COLOR for only \$895** (includes free FULL PAGE Black & White)  
[ COLOR SECTION - appears in the front of the book, just after the table of contents ]

**FULL PAGE BLACK & WHITE for only \$395**  
**Black & White SECTION Categories** (please circle one):

Banquet/Reception	Beauty	Bridal Attire/Formal Wear
Cakes	Catering/Bartending	Ceremony Sites/Officiants
Consultants/Groups	Decorations/Rental Items	Favors/Special Touches
Florists	Gift Registry	Guest Accommodations
Honeymoon in SC	Invitations	Music/Entertainment
Photographers/Video	Travel/Honeymoon	Transportation

**Additional Options for Full Page Clients**

FULL YEAR WEB LINK  
FULL PAGE (black & white) PHOTO  
ADDITIONAL CATEGORY LISTING in Bride's Blue Pages™ Section

\_\_\_ **YES**, I would like to purchase a full year web link for just an additional \$100.00.

\_\_\_ **YES**, I would like to purchase a full page (black & white) photo (section opening page)\* for \$99.00.

\_\_\_ **YES**, we would like an additional listing in the Services Index section under the \_\_\_\_\_ category for only \$29.00!

\*Please know the photo options will be chosen based on our photo needs. We will also need releases from all parties in the photograph and/or the photographer. Your company will get photo credit right next to the photograph. Yes, you can ask for more than one photo spot!

**YOUR COMPANY INFORMATION (please print clearly)**

Contact information \_\_\_\_\_

Organization name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Web \_\_\_\_\_

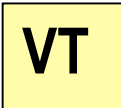
Email \_\_\_\_\_

\_\_\_ **YES**, I have read and agree to all contract terms.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Page \$ \_\_\_\_\_  
Link \$ \_\_\_\_\_  
Photo Option(s) \$ \_\_\_\_\_  
Additional Category \$ \_\_\_\_\_  
Total Amount Due \$ \_\_\_\_\_

**Wedding Resource Publishing**  
**PO BO 519, Woodstock, VT 05091**  
**Phone: 802-749-4843 Fax: 802-910-1005**  
Email: info@vermontweddingbook.com  
Web: www.vermontweddingbook.com





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## FULL PAGE AD SPECIFICATIONS and DIMENSIONS

**DEADLINE is SEPTEMBER 15th**

### **BLACK & WHITE (\$395)**

The ad dimensions and specifications for the full page black & white ad are as follows:

- Page size: 6 inches by 9 inches
- Ad size: 4 3/4 inches by 7 3/4 inches
- Top 1/3 page is for logo or photo of your choice
- Bottom 2/3 page is for any text
- Minimum 300 dpi for all images
  - NO IMAGES downloaded from Web pages

If we layout your advertisement for you, [please submit to us:](#)

- Photo (if being used) 300dpi or greater as a JPEG or tiff file
- Logo (if being used) as a JPEG or tiff file
- Ad Text as a MS Word Document

### **COLOR PAGE (\$895)**

The ad dimensions and specifications for the full page color ad are as follows:

- Page size: 6 inches by 9 inches
- **Ad size: 6 1/4 inches by 9 1/4 inches**  
*(the AD should bleed off the page)*
- 4-Color CMYK
- Minimum 300 dpi
  - NO IMAGES downloaded from Web pages

Email all items to: [info@vermontweddingbook.com](mailto:info@vermontweddingbook.com); all items need to be submitted as separate attachments (not as a combined document).

Please do not hesitate to call or e-mail us if you have any questions. We look forward to working with you.

**Wedding Resource Publishing**  
**(802) 749-4843 (VT office)**  
**(603) 677-2436 (cell)**  
**[info@vermontweddingbook.com](mailto:info@vermontweddingbook.com)**

## **IMPORTANT INFORMATION**

Book: *The Vermont Wedding Resource Guide*

Edition: *The 2010 Edition, due out in December – 2009*

Pages: *Approx. 300 pages*      Size of Book: *6" x 9", Paperback Publication*

### ***FULL COLOR PAGE Specifications***

Size of Advertisement (color should bleed off the page): *6¼" x 9¼"*

Ad must be in four color CMYK format

### ***FULL Black & White PAGE Specifications:***

Size of Advertisement (which allows for the margins): *4¾" x 7¾"*

One Photograph recommended (*minimum 300 DPI*)

Layout: We have specific layout requirements. We create your ad with those in mind.

Your Own Design Team: If you prefer to layout your own ad, please do not hesitate to call us and we will send you all the necessary information.

## **CONTRACT TERMS**

- A. Wedding Resource Publishing ("WRP") and *The Vermont Wedding Resource Guide* ("VWRG") reserves the right to reject any advertisement at any time.
- B. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations, of advertisements printed.
- C. WRP and VWRG assume no liability for errors, for any reason, of an advertisement.
- D. Advertisers are required to proof their advertisement and be responsible for any errors.
- E. No cancellations are accepted after September 15<sup>th</sup>.
- F. Advertisements are accepted subject to the understanding that the advertisers and its agency have the right to publish the contents of their advertisements.
- G. WRP and VWRG shall have no liability for the advertisers and the contents of their advertisement.
- H. Advertisers must fill out the worksheet or provide editorial material that is true to their capabilities and services. The advertisers and its' agencies agree to indemnify and hold harmless WRP and VWRG, against any loss, liability, damage, and/or expense arising out of such publication.
- I. No conditions, written or otherwise, which conflict with WRP and/or VWRG policies will be binding on WRP and/or VWRG.
- J. WRP and VWRG assume no liability for errors in key numbers nor, for any reason, the mission of an advertisement. Liability for errors for which WRP and/or VWRG may be found legally responsible cannot exceed the cost of the space.
- K. Advertising insertion orders are accepted subject to the condition that WRP and VWRG shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond WRP and/or VWRG's control.
- L. Advertisers will pay in full when submitting their information for advertising space.
- M. Previous advertisers will have first right of refusal for available advertising space.

*By reserving a space in The Vermont Wedding Resource Guide, you agree to all terms of the contract and the advertising specifications put forth by Wedding Resource Publishing and The Vermont Wedding Resource Guide.*