



West Coast WEDDINGS

Digital

WEST COAST WEDDINGS DIGITAL ADVANTAGES:

- Geo-targeted advertising opportunities – customize your ad creative for site visitors from different locations
- Premium placement of ad space within blog posts enhances call-to-action and drive a higher click-through rate
- Fully-responsive website, with ads optimized for viewing across any device
- Professionally-managed campaigns and ad content updates
- Strategic advertising consultation

Display Advertising

SIDEBAR SQUARES - \$150/month

- Displays site-wide, on all pages – randomize ad display above the fold and below the fold
- * 270 x 280 JPG or PNG (desktop & tablet) / 270 x 100 (mobile)

ONLINE BANNERS - Three month rotation - \$500

- Displays site-wide, on all pages
- * 728 x 90 JPG or PNG

IN-ARTICLE: Two options to maximize impressions or click-through

- Static ad placement on a permanent basis within an individual article (\$500 forever)
- Randomized display campaign appearing in-article (\$250/month)
- * 728 x 90 JPG or PNG (desktop & tablet) / 270 x 100 (mobile)

MEMBERSHIP – VENDOR DIRECTORY

- **Basic Listing - \$499/year**
 - * Professionally managed, with annual updates allowed
- **Enhanced Listing - \$799/year**
 - * Basic Listing plus: Editor Review & Photo Gallery
 - * Social media mention promoting editor review
 - * Professionally-managed quarterly listing updates

Do you need help with your social media?

West Coast Weddings offers Social Media Management support. Let our experience marketing online in the wedding industry help your business succeed. Contact us to learn more about this service.

- Calendar and Content Creation (as agreed upon) – Monthly, \$100 minimum
- Blogging and Content Creation for your websites –\$50 per blog entry



Photos by Erin Wallis Photography



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Print

- Quarter Page - \$475
- Half Page - \$750
- Full Page - \$1500
- Printed Vendor Directory Listing - \$600/year

Creative design services also available. Contact us for more information.

Pacific Bronze Package - \$1950/year (value of \$2149)

- One Year Basic Listing in website vendor directory
- Two x 1-Month Sidebar Display Advertising Campaigns
- One Quarter Page print ad
- Printed Vendor Directory Listing
- Three social media mentions per month
- Three blog features annually

Pacific Silver Package - \$2450/year (value of \$2999)

- One Year Enhanced Listing in website vendor directory
- Three x 1-Month Sidebar Display Advertising Campaigns
- One Half Page print ad
- Printed Vendor Directory Listing
- Four social media mentions per month
- Four blog features annually

Pacific Gold Package - \$3150/year (value of \$4149)

- One Year Enhanced Listing in website vendor directory
- Three x 1-Month Sidebar Display Advertising Campaigns
- One In-Article Banner Placement
- One Full Page print ad
- Social media contest opportunity for one month
- Printed Vendor Directory Listing
- Five social media mentions per month
- Five blog features annually

Additional Advantages

OWNED OUTLETS

- Website
- Print Magazine
- Email
- Facebook
- Twitter
- Instagram
- Pinterest

TRAFFIC-BUILDING CONTENT

- Editorial including Lookbooks, design palettes, fashion editorials
- Real wedding stories
- Practical tips – Expert opinions
- Industry news & trends