



TUSCALOOSA BRIDAL DIRECTORY

205.873.1203

P.O. Box 530892

Birmingham, AL 35253

tuscaloosabridaldirectory.com

TUSCALOOSA
bridal
D I R E C T O R Y
M E D I A K I T



TUSCALOOSA bridal D I R E C T O R Y

For more than 30 years, the **Tuscaloosa Bridal Directory** has been the local standard in guiding brides-to-be *and* professionals in planning the perfect wedding.

The **Tuscaloosa Bridal Directory** upholds the highest standards in production and creative quality to reflect well upon your products and services.

We've got you covered—from preferred point-of-purchase locations to the mailboxes of prospective brides and grooms—to ensure a first-class reception for your business.

HOW TUSCALOOSA BRIDAL DIRECTORY REACHES YOUR BEST PROSPECTS

More than 20,000 copies circulated annually

Points of Purchase

- Jewelers
- Florists
- Boutiques
- Hair & nail salons
- Doctor's offices
- Bakeries
- Restaurants
- Hotels

Direct Mail

Mailed to those requesting a copy via:

- Bridal shows
- Two web sites
- Facebook page
- Ads in *Tuscaloosa Apartment Guide*

Chamber of Commerce and Public Library

Available at the information desk.

College Campuses

Available at the University of Alabama and Shelton State Community College at Ferguson Bookstore and SGA information desks.

Bridal Shows

Distributed at six regional bridal shows each year.

PRINT EDITION

Two editions printed each year:

- Spring/Summer
- Fall/Winter

Circulation:

- More than 10,000 copies per edition

Helpful and interesting content ensures long shelf-life:

- Checklists to help brides plan everything from guest lists to honeymoon packing
- A directory of vendors in every wedding category with complete contact information
- Honeymoon article, featuring top destinations in the Southeast
- Concise, fact-filled stories written by experts in weddings and events
- Tuscaloosa Bride, a 2-page pictorial featuring a recent local wedding

DIGITAL

Two websites:

- TuscaloosaBridalDirectory.com
- AlabamaBride.com

Advertisers receive these benefits at no additional cost:

- Searchable online directory listing
- Leads from online visitors looking for wedding services
- PDF version of directory allows website visitors to see print ads from current and previous editions
- Digital exposure adds 30,000 viewers

FREE SERVICE >> LEADS PROGRAM

Our print readers and website visitors are actively searching for vendors to assist them with their wedding.

We collect leads from bridal shows and information requests and email them as a free service to advertisers in an easy-to-use Excel spreadsheet.

RATES AND DEADLINES

Issuance

EDITION	SPACE RESERVATIONS DUE	COMPLETED AD DUE
Fall/Winter	September 21	September 27
Spring/Summer	March 14	March 21

Print Advertising Rates (Price per Issue)

FULL COLOR AD	1 ISSUE (6 MONTHS)	2 ISSUES (12 MONTHS)
Full Page	\$ 1,000	\$ 850
1/2 Page	\$ 850	\$ 600
1/4 Page	\$ 575	\$ 375
DIRECTORY LISTING	\$175	\$150

Display advertisers receive one directory listing free. Each additional listing is \$100.

Preferred positions, business reply cards, and other special situations quoted upon request. Space reservation fee of 20% of the advertising cost is due upon receipt of signed contract with the balance due 10 days after publication.

Rates are net figures. Agency commissions will be over and above these rates.



PRINT SIZES AND SPECIFICATIONS

BOOK TRIM SIZE: 6" x 9"

STANDARD AD SIZES	WIDTH	HEIGHT
Full Page NO Bleed	5.25"	8"
Full Page Bleed	6.25"	9.25"
1/2 Page (horizontal)	5.25"	4"
1/2 Page (vertical)	2.5"	8"
1/4 Page (horizontal)	5.25"	2"
1/4 Page (vertical)	2.5"	4"

REQUIRED MATERIALS

Submit ad in HIGH-RES digital format:

PDF with fonts embedded, **JPEG** or **TIFF**. No crop marks or registration marks are needed.

Image resolution must be 300 dpi minimum. For best color matching, please ship a color proof to the address below.

WHERE TO SEND FILES

Digital files under 10MB may be emailed to brookscreative@mac.com.

Mail color print-outs and CDs with large files to Tuscaloosa Bridal Directory, P.O. Box 530892, Birmingham, AL 35253.

LAYOUT AND DESIGN SERVICES

Photography and ad design can be provided with proofs for client approval. Rates are quoted upon request.

QUESTIONS? Please contact the publisher, Beth Andrews.

PHONE: 205.873.1203 EMAIL: info@TuscaloosaBridalDirectory.com

MAIL: Tuscaloosa Bridal Directory, P.O. Box 530892, Birmingham, AL 35253

