

WASHINGTONIAN.COM

Bridal Advertising Options



**FOR MORE INFORMATION, CONTACT VANESSA SCHUTZ
202.862.3516 | VSCHUTZ@WASHINGTONIAN.COM**

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TILE AD ON WASHINGTONIAN.COM



- Positioned to the right of all vendor search results
- Click tracking
- Rotates position every time a new page is viewed
- Rate: \$2,500/year (\$250/month)

145x145

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WEDDING GUIDE BANNER ADS ON WASHINGTONIAN.COM



Tandem Tile Ads
180x90

Leaderboard
728x90

Medium Rectangle
300x250

Tile Ads
145x145

Rates:

180x90: \$200/month
145X145: \$200/month
300x250: \$400/month
728x90: \$600/month

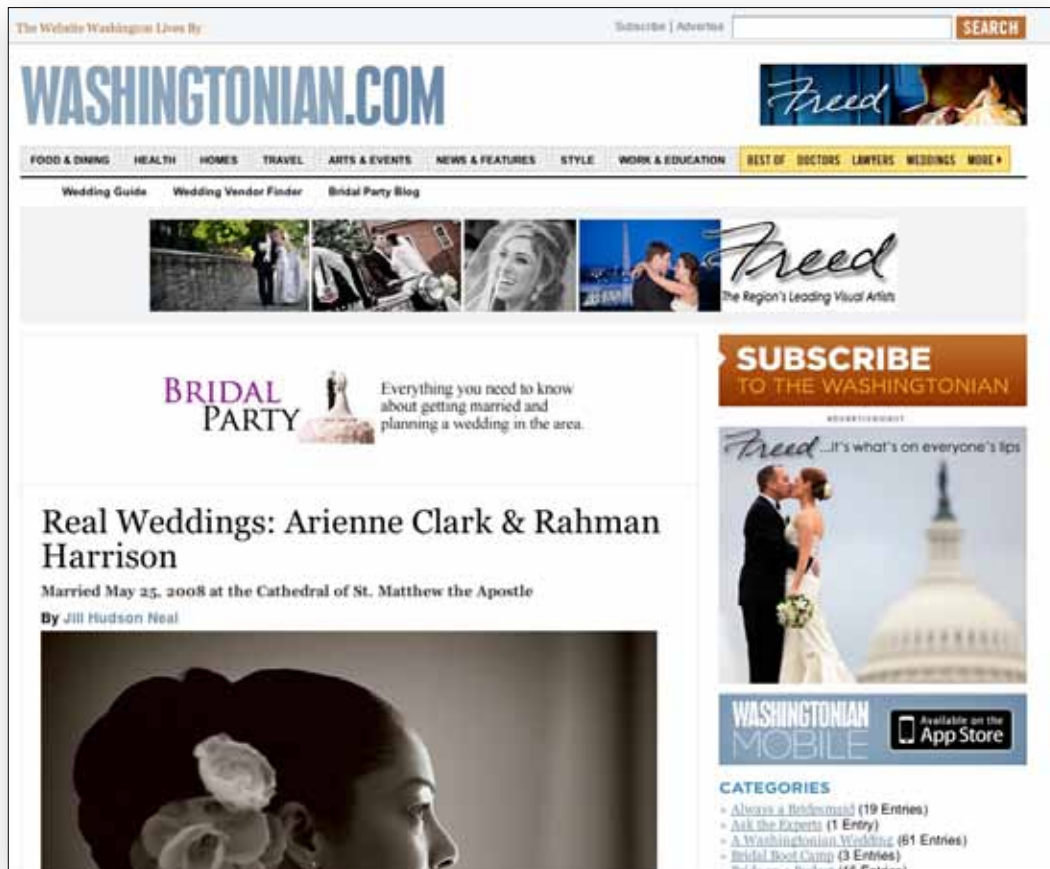
- Exclusive advertiser in the purchased ad spot (no other ads will rotate in that space in the Wedding Guide section)
- 728x90, 300x250, 145X145 and 180x90 ad positions available
- Click tracking

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REAL WEDDINGS SECTION SPONSORSHIP



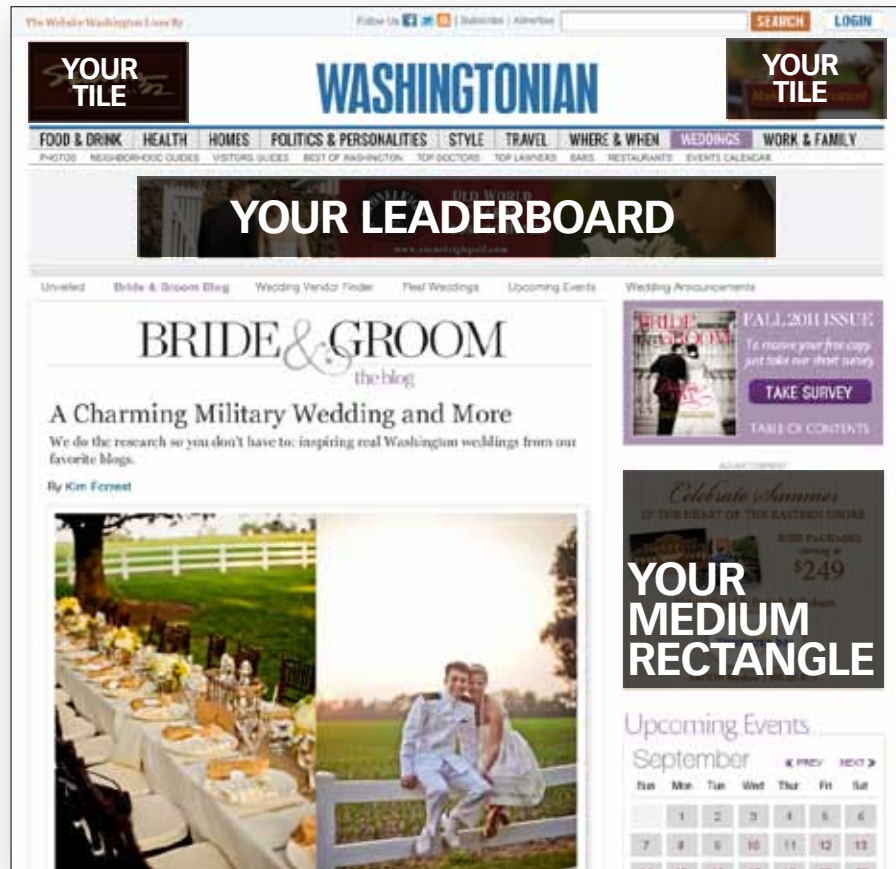
- Advertisers will be able to exclusively target Washingtonian's Real Weddings Section (up to 3 different advertisers rotate within the section per month)
- 728x90, 300x250, and 180x90 ad positions available
- Click tracking
- Rate: \$350/month

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BRIDE & GROOM BLOG SPONSORSHIP



- Advertisers will be able to exclusively sponsor Washingtonian's popular Bride & Groom blog, which is updated daily.
- 728x90, 300x250, and 180x90 ad positions
- Click tracking
- Rate: \$500/month

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BRIDAL PARTY E-MAIL NEWSLETTER SPONSORSHIP

The image shows a screenshot of a bridal party e-mail newsletter. The header features the title "BRIDAL PARTY" in large white letters on a pink background, with the date "September 30, 2011" and the subtitle "Your guide to getting married in Washington." below it. The Washingtonian.com logo is in the top right. The main content area is divided into two columns. The left column contains several articles with "Read More" links: "Fall in Love" (with a wedding cake image), "Your Dream Wedding", "Modern City Wedding", "Fall Wedding Invitations", and "This Month's Bridal Events". The right column features a vertical advertisement for Tysons Corner Marriott. The ad has a yellow header with the text "HAVE THE WEDDING OF YOUR DREAMS" and a photo of a bride. Below the photo is the hotel's name, address, phone number, and the Marriott logo. Two blue arrows point to the ad: one to the top right corner labeled "160x60" and another to the text area labeled "65 word text ad".

- Message is sent on Fridays to 10,000+ opt-in newsletter subscribers and bridal registrants of our *Washingtonian Bride & Groom* issue
- 160x60 and 65 word text ad positions share space with our latest editorial content
- Click tracking
- Rate: \$250/issue
- * Frequency Rate: \$150/issue if you sponsor 3 or more issues *

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BRIDAL PARTY DEDICATED E-MAIL

From: The Washingtonian <newsletters@washingtsonian.com>
Subject: Dedicated E-Mail: Join the Chesapeake Bay Beach Club for their 5th Annual Bridal Showcase
Date: December 15, 2009 11:00:26 AM EST
To: Vanessa Schutz

The Only Downtown Annapolis Bridal Fair

Planning Your Wedding?

DON'T DO ANYTHING
BEFORE VISITING THE
HISTORIC INNS OF ANNAPOLIS
BRIDAL FAIR!

SUNDAY,
MARCH 27, 2011
12 to 4 PM

Governor Calvert House
58 State Circle • Annapolis, MD

SEE *The Historic Inns of Annapolis*
Wedding Venue, the premier location for
an ultimate Annapolis Wedding experience.

MEET Annapolis' most
trusted wedding professionals.

FIND new ideas.

RECEIVE expert advice.

TASTE cakes and gourmet samples.

SAVE time and money.

DISCOVER all your options.

Advanced tickets \$8, at the door \$10

For Tickets:
www.historicinnsofannapolis.com

HISTORIC INNS
OF ANNAPOLIS
Est. 1776

- Message is sent to 10,000+ opt-in newsletter subscribers and bridal registrants of our Washingtonian Bride & Groom issue
- 700x1000 jpeg or HTML image
- Advertiser owns the entire message space
- Click tracking
- Sent out on weekday of choice depending on availability
- Rate: \$500/issue

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