

Details and Guidelines

History

Now for 20 years, the free Wedding Guide has been connecting with brides just as they begin their planning. Our unique, personalized distribution through bridal shops and local businesses ensures your successful promotion all year.

Circulation

Our targeted readership of upcoming brides principally consists of women age 18-25. Our secondary audience comprises family, especially mothers, and other wedding party members. Research shows 76 percent of our loyal, long-term readership registers with us 9-24 months prior to their wedding date!

Cedar Valley: The powerful reach in our local market extends beyond Waverly, Manchester, and Grundy Center. Other available markets are:
Cedar Rapids-Iowa City
Dubuque-Tri-state Area

Size Specifications

Full Spread*	10.75" W x 8.5" H
Full Page*	5.5" W x 8.5" H
Full Page	4.875" W x 7.75" H
3/4 Page	4.875" W x 5.125" H
1/2 Page H	4.875" W x 3.75" H
1/2 Page V	2.3125" W x 7.75" H
1/3 Page H	4.875" W x 2.625" H
1/4 Page H	4.875" W x 1.75" H
1/4 Page V	2.3125" W x 3.75" H
Web Banner	468p W x 60p H
Home Banner	120p W x 90p H

Artwork Guidelines

Supplied Graphics: Resolution for color scans and images must be 300 PPI minimum. Line art should be 600 PPI minimum.

Non-Digital: Please contact for requirements with films, negatives or other pre-screened camera ready art.

Supplied Artwork: Include fonts for text data or CONVERT TEXT TO OUTLINES. Vector data must be Postscript compatible and should have transparency effects flattened whenever possible. Raster images must be 300 PPI minimum.

***Bleed:** 0.125" minimum on all sides.

Color: Process CMYK. Limit builds to 300% total area coverage.

Graphics Files: PSD, TIFF, JPEG, BMP (Text may loose definition if finished print ads are submitted in one of these image formats). Website banners can be JPEG, GIF, SWF.

Preferred Files: AI, EPS, PDF (Press).

Acceptable Files: InDesign, Publisher (Prep for press and include fonts, images or any linked files).

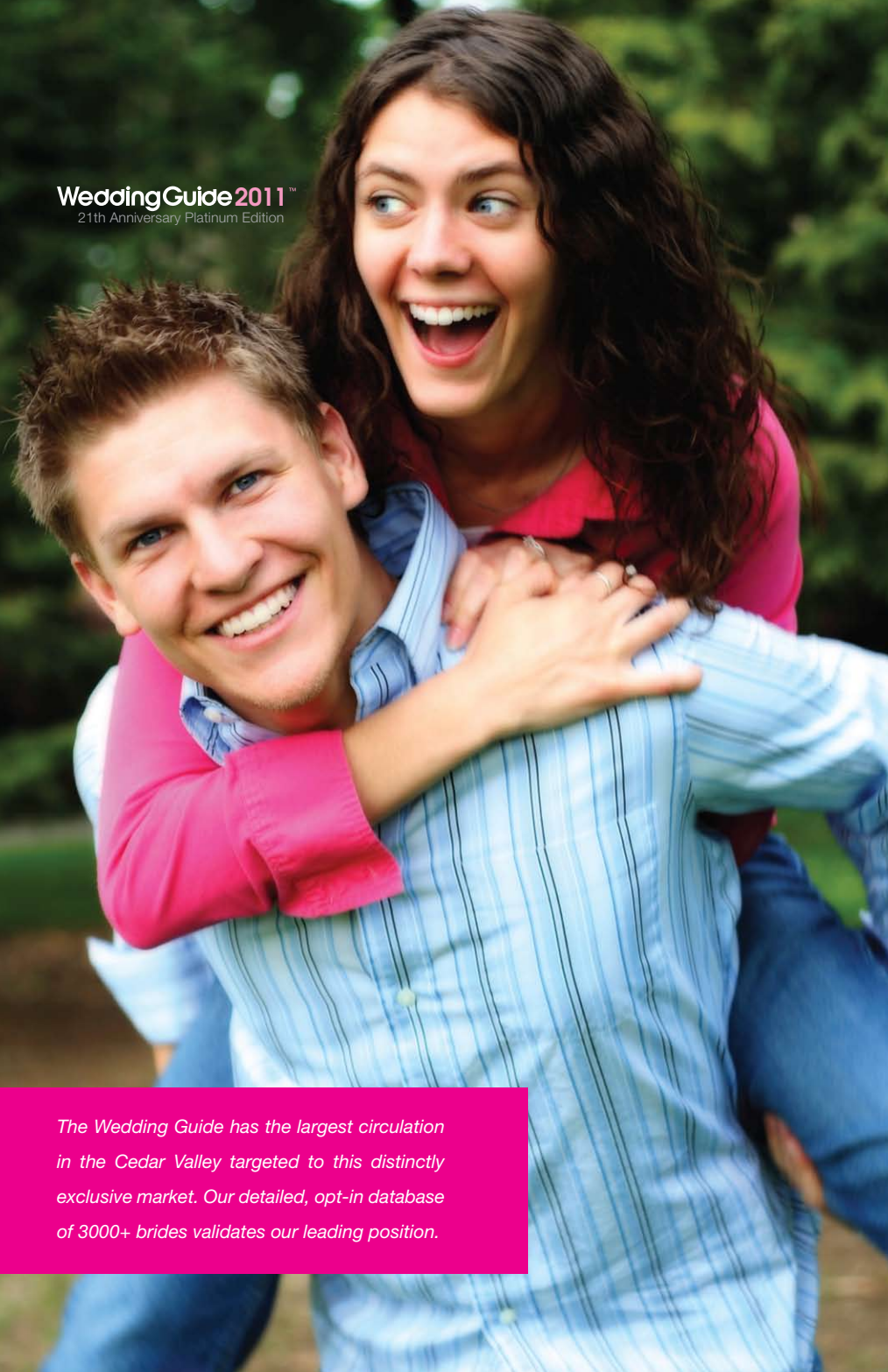
Software Versions: PC or Mac file versions through Adobe CS3 (InDesign 5, Illustrator 13, Photoshop 10), Adobe Acrobat 8 or Microsoft Office 2007. Quark files (later than Version 4) are not acceptable.

File Submission Methods:

- (1) CD, DVD, 3.5" or Flash Drive
- (2) EMAIL: support@cvwg.com
- (3) FTP: Available upon request.

Wedding Guide™

PROSPECTUS
2011 Cedar Valley Edition



The Wedding Guide has the largest circulation in the Cedar Valley targeted to this distinctly exclusive market. Our detailed, opt-in database of 3000+ brides validates our leading position.

2011 Packages and Services

Interactive Package

The ultimate means of extending your message includes our database of 3000+ leads, your display ad, directory listing and web presence.

Full Page	\$1875
3/4/Page	\$1670
Half Page	\$1420
1/3 Page	\$1270
1/4/Page	\$1125

Basic Package

Reach almost every bride in the Cedar Valley with your display ad, directory listing and web presence.

Full Page	\$1475
3/4/Page	\$1270
Half Page	\$1020
1/3 Page	\$870
1/4/Page	\$725

Web Packages

Standard includes all of your business information in our resource center with website and email linking.

Enhanced adds your logo, photo and message. Includes banner ad.

Standard	INCLUDED
Enhanced	\$120

Web Upgrades

Take advantage of our website with these all-inclusive upgrades.

Banner Ad	\$60
Home Banner	\$90
Custom Page	\$375
Custom Site	CALL

Package Upgrades

Fortify your image with premium ad placement. Includes Enhanced web package with home page banner.

Full Spread	\$625
Inside Cover Spread	\$1150
Page 2+3 Spread	\$975
Outside Back Cover	\$750
Page One (Right Side)	\$575
Front Cover Sponsor	\$400
Inside Front Cover	\$275
Inside Back Cover	\$275

New Data Services

Utilizing the latest in variable data technology, these new services provide options for using our bridal database. We will send personalized messages to 250+ new brides every month! Professional design and commercial printing included.

Full Color Postcard	\$305/MO
Personal Letter	\$385/MO
Full Color Trifold	\$395/MO
Full Color Letter	\$445/MO
Email Broadcast	\$105/MO
Custom Filtered	\$30/MO
Mailing Labels	\$30/MO
Data on CD	\$15/MO

Design Services

Benefit from extremely discounted fixed rates on ad design when part of the Wedding Guide. You can also utilize our team for other projects.

1/4 Page	\$50
Half Page	\$65
Full Page	\$80
Graphic Design	\$60/HR
Web Design	\$95/HR