

Serving the
Central Coast
Wedding
Industry Since 1990

Wedding & Party

2011 California Central Coast Edition

<http://www.weddingandpartymag.com>

**ALL PHOTOS,
Ad Materials,
Art, &
Full
Payment:
11-19-2010**

AD SALES:

Joe LaBarbera

LaBarbera Sound
805-773-0860

E-mail:

[joelabarbera@
charter.net](mailto:joelabarbera@charter.net)

(DO NOT USE FOR
ADS; See Below Right)

**FREE EXTRA
EXPOSURE**

**BRIDES LOOK AT THE
PICTURES!**

PHOTOS NEEDED:

FROM PHOTOGRAPHERS:

- A few photos of Bride and Bride & Groom Portraits; Some for COVER
- Bride & Parents
- Bride & Maids,
- Groom & Guys – serious and playful
- Misc candids Before, During, & After Ceremony
- Transportation

Reception Candids

- Buffet
- Toast, Cake, Cake Cutting
- Dancing
- Garter, Bouquet Toss, Catchers
- Misc Candids, serious and playful
- Candids of other participants & Pros
- Parents, Wedding Party Mbrs, Kids

FROM ALL ADVERTISERS:

- Your work or location, with or without Bride, Groom or Wedding Party Members.
- YOU working at weddings, but no "mugging" (standing beside your work and looking at the camera)
- No other restrictions; send 'em!

NO RATE INCREASE FOR 2011!

AD SPACE RATES: 2011 Edition

For Publication January, 2011

Ad Sizes (Maximum Size Given)

One-eighth page (3 7/8" wide by 2 3/8" deep **): (Color, add \$130).....	\$ 485*†	\$ 475*†
One-Quarter-Page (3 7/8" wide by 5" deep **): (Color, add \$185)***RATE REDUCED ***	\$ 695*†	\$ 675*†
Three-Eighths Page Vertical (3 7/8" wide by 7 1/2" deep **): (Color, add \$195)	\$ 995*†	\$ 955*†
One-Half Page Vertical (3 7/8" wide by 10 1/8" deep **): (Color, add \$215).....	\$ 1165*†	\$ 1125*†
One-Half Page Horizontal (8" wide by 5" deep **): (Color, add \$215).....	\$ 1165*†	\$ 1125*†



Full Page Ad Rates:

Inside Full Page (8.5" x 11.0"; may bleed all sides **): (Color, add \$255):	\$ 1,585*†	\$ 1,495*†
Inside Front/Back Cover (8.5" x 11.0"; may bleed all sides **): (Color only):	\$ 1,795*†	\$ 1,745*†
Outside Back Cover (8.5" x 11.0"; may bleed all sides **): (Color only):	\$ 1,895*†	\$ 1,845*†

All Full Pages include free add'l ad in magazine: Inside FP includes free 1/8 pg ad; All covers include 1/4 pg. (Placement is our choice; best possible placement is guaranteed.)

***Plus Graphics Charge**, if no art is provided by Advertiser OR if art is substantially below our quality standards. Fee provides logo & photo scanning, typography, proofs and one correction: **RATES:** Grayscale (B&W) 1/8 page size, \$60; 1/4 or 3/8, \$80; half or full page, \$100. Color Graphics: Under 1/2 page, \$70; 1/2 to full page, \$100 plus rate upcharge above. One change to ad free; additional changes \$25. each. This is a Graphics Service, not a Design Service; We will work only from your sketched idea. Clean LOGO art (Solid Black On White) needed. †**ADVERTISING AGENCIES:** Rates above are NET. Agency Fee is to be added and charged to the advertiser.

ALL ART SPECS ONLINE at: WWW.SLORATES.COM

COLOR ADS: Graphics charges may apply unless Advertiser provides: (1) Complete digital file as Photoshop TIF or PDF (.psd, or .tiff in RGB color). * * * * * **NOTE: FOR AD ART: WE NO LONGER ACCEPT LINE or SEPARATION NEGATIVES** * * * * *

Sending PHOTOS on CD to ILLUSTRATE THE MAGAZINE: Please put all in one directory/folder. A thumbnail sheet is no longer required.

If sending prints, please send maximum 8x10 ; no minimum size; no mattes or frames.

Our magazines are illustrated with **local photographs** done by local advertisers. For all photos, the photographer/contributor retains Copyright. Credit and ad reference are given on every photo, such as "Courtesy of Cakeville Bakers, ad page 21," or "© Hi Quality Photos, ad page 38."

The Cover Photo is done by a local Professional Photographer; the front cover is not "for sale." We will use: Bride alone or Bride & Groom; her flowers mostly visible, full-length or closer. No payment is made to the photographer for the use of the photo; the publicity (with literally **every** Bride in the area seeing it) is worth much more than payment. All photographers who advertise are eligible. An unlimited model release allowing the photographer to use the image for advertising purposes is required; we will also provide our own model release which covers our use of the image for our purposes. **All photos sent are considered for cover; no need to mark or separate your choices.**

Inside the magazine, we use photos sent by all types of advertisers – not just photographers. (We'll try to use at least one of your photos, unless they are inappropriate or of no illustrative value.) This is a "photojournalistic" magazine, and as such, want photos other than "just pretty pictures of a Bride and Groom." We prefer a wide range of photographs. (See list at left.) When in doubt, send it!

All photos are returned. Color or Black & White, Max Size 8x10; no minimum size. Low-res digital photos will not be used. Framed photos will not be used or returned without prepaid postage.

QUESTIONS: Please telephone Joe LaBarbera (805-773-0860), or:

Niche Publishing Co., Bill Cory - 719-265-1825 (fax 719-213-2244); E-mail: billcory@mac.com

Office is open 10 to 3 Pacific M-F. If you get "the machine," leave name, phone, & message. I will call you!

I welcome and would appreciate hearing all suggestions, comments and constructive criticism on our coverage, quality, and editorial approach, by email or phone!

Mail/Ship All Ad/Photo Materials Direct To This Address: or email ads to billcory@mac.com

Wedding & Party Magazine, 12160 Mount Baldy Dr., Colorado Springs, CO 80921 (719-265-1825)

***** PACKAGE ALL MATERIALS, ART & PHOTOS IN STIFF CORRUGATED CARDBOARD *****

If materials arrive damaged because of inadequate packaging, Publisher is not responsible or liable.