

About Orlando Wedding

From the publisher of Orlando magazine, Orlando Wedding is the most reliable source for planning a wedding or special event in Central Florida. This sophisticated bridal survival guide helps readers find the best venues, wedding planners, cake designers, caterers, stationers, florists and bridal gown boutiques.

ORLANDO AREA WEDDING STATISTICS

18,355* couples wed every year
\$30,860** average wedding budget
\$566 million annual amount spent on weddings

*For Orange, Seminole, Osceola and Lake, 2009
 **Bridal Association of America, 2009

In Every Issue

- Bridal fashions and trends
- Registry products and sources
- Food, décor and music ideas
- Honeymoons and travel destinations
- Beauty trends
- Planning tips

Reach the Reader

- Display advertising
- Bridal Bouquet – Display directory to include your photo and up to 100 words of copy
- Web site – Enhanced listing (25 words) and hyperlink online

Annual Circulation: **20,000**

Newsstands, Retail Distribution, Service Providers, Briday Events

Print Ad Sizes

Ad Sizes (inches)	Width		Height
Full page (trim size)*	8.125	x	10.812
Full page (bleed)	8.5	x	11.062
Full page non-bleed (live area)	7	x	10
2/3-page Vertical	4.625	x	9.875
1/2-page Horizontal	7.125	x	4.875
1/2-page Vertical	4.625	x	7
1/3-page Square	4.625	x	4.875
1/3-page Vertical	2.171	x	9.875
Spread Trim	16.25	x	10.812
Spread Bleed	16.5	x	11.062

*ALL BLEEDS MUST EXTEND 1/8" BEYOND THE TRIM

Print Mechanical Requirements

Printing Process: Web Offset
Binding Method: Perfect
Trim Size: 8.125 x 10.812

Orlando Wedding publishes in a filmless printing environment. All ads must be provided in a digital environment and the information regarding this follows.

Electronic files: To produce the high quality our publication provides, all photography and illustrations must be scanned at no less than 300 dpi, saved and color corrected as CMYK files—no spot colors. Digital photography is used at the advertiser's risk, and the publisher is not responsible for the color

quality of low-res images. Line art must be scanned at 600-1200 dpi.

THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.

Ad Creation: All ad dimensions are listed above. *Orlando Wedding* can accept final HI-RES MACINTOSH PDF files (be sure of your job settings before you submit a PDF). If submitting application files, they must be provided in a Macintosh format utilizing the following: InDesign CS2 or lower, Quark 6 or lower, Illustrator CS2 or lower, or Photoshop CS2 or lower.

Note: True type fonts are not recommended. Do not apply bold or italic using styles in Quark. There is a bug in the program and it will not RIP at the end of the process. Again, all art must be provided scanned at 300 dpi; line art at 600-1200 dpi. Using a "flightcheck" program is the BEST method of gathering these files.

PRESENTATION SOFTWARE SUCH AS MICROSOFT PUBLISHER AND MICROSOFT POWERPOINT ARE NOT USABLE AND WILL NOT BE ACCEPTED.

Proofs: A hi-res color proof must be provided for 4-color ads, and a hi-res grayscale proof must be provided for all one-color ads.

Where to Send Print Ad Materials
Orlando Wedding
 Attn: Advertising Materials
 801 N. Magnolia Ave, Suite 201
 Orlando, FL 32803

e-mail materials/ftp instructions contact:
 marie.rodriguez@orlandomagazine.com
 407-318-7246

Print Deadlines

(Space reservation and all ad materials due)

Fall/Winter Issue

(July-December)

Space deadline: May 21, 2010

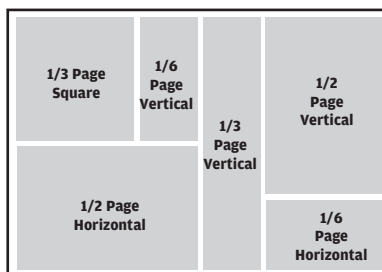
Ad materials due: May 26, 2010

Spring/Summer Issue

(January-June)

Space deadline: Nov. 12, 2010

Ad materials due: Nov. 17, 2010



Print One-Color Rates

(black only)

Quoted upon request.

Bleed and/or preferred position

10% of earned page rate.

Additional advertising opportunities

Quoted on request.

Examples include:

- Insert cards
- Bellybands
- Gatefolds
- Cover stickers
- French doors

Production

Artwork created by and for *Orlando Wedding* is for exclusive use in *Orlando Wedding* magazine.

Cancellation Policy

Ad cancellation or moving of insertions requires written notice submitted 30 days prior to that issue's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided, ad cancellations and change orders will not be honored and the advertiser will be responsible for full payment as stated on the original ad contract.