

Your complete semi-annual bridal magazine

Beautiful Beginnings

www.beautifulbeginningsbridal.com



**RATE CARD
2009-2010**

Reception Locations
Rental Companies
Seating Charts
Guest Favours
Musical Choices

Wedding Dresses
Shoes & Accessories
Floral Selections
Photography
Bridal Party Apparel

Caterers
Wine & Beverage
Transportation
Writing Vows
Planning Calendar

Beautiful Beginnings

Your complete Bridal Magazine Publishing Two Times per Year!

Beautiful Beginnings Bridal Magazine is a magazine dedicated to providing future Brides and Grooms current and relevant information on how to plan their ideal wedding. Our writers take a look at the hottest new designs in bridal wear, tuxedos and fashion providing the latest in tips from choosing your photographer to choices offered in cake design. Thoughtfully planned out and designed, this magazine has enjoyed repeat readership over the course of the year. Many of our readers are surprised that this upscale magazine has been made available to them in Durham. It's everywhere. Publishing two times per year, Beautiful Beginnings is offered on full colour glossy stock at impressive rates for our advertisers. Plan to be a part of this fabulous magazine which offers well written articles, showcasing beautiful pictures while providing a list of who's who in the bridal service industry.

Press run - 10,000

Beautiful Beginnings carefully selects the distribution areas to reflect where future brides and grooms may pick up or read information on bridal services. As part of our delivery, we chose selected hair salons and spas across Durham Region where Beautiful Beginnings magazine will be displayed along side other fashion and hair magazines. This magazine can be found in the waiting areas and is often read by more than one person. We have also targeted prime retail locations which have bridal gift registries set up in their stores. In addition to this, we provide copies of our magazines to brides and grooms who attend the Metroland bridal shows in the winter and early fall each year. An on-line version of Beautiful Beginnings is available in PDF format at www.beautifulbeginningsbridal.com. Beautiful Beginnings is also available for pick up at Oshawa Whitby This Week newspaper located at 865 Farewell Street South, Oshawa Ontario.





Advertising Rates

FULL COLOUR	1x insert	2x insert
Full Page	\$1,275 each	\$1,198 each
2/3 Page	\$1,025 each	\$949 each
1/2 Page	\$799 each	\$649 each
1/3 Page	\$575 each	\$499 each
1/6 Page	\$299 each	\$275 each
OTHER		
Business directory	\$220 each	\$199 each

PREMIUM POSITIONS	1x insert	2x insert
Inside Back Cover	\$1,399 each	\$1,299 each
Inside Front Cover	\$1,499 each	\$1,399 each
Full Page on 3	\$1,499 each	\$1,399 each
Back Cover	\$1,699 each	\$1,499 each

Position guarantees, add 25% to rate. Rates in effect from September 2008.
 Poly bag inserting \$100/1000 x 25,000 = \$2,500 Included: Bonus 1/6 page ad inside.
 Rates are subject to change without notice. GST extra.

Advertising Specification

Full Page with bleed	8.5" x 11.125"
Full Page without bleed (safe)	7.785" x 10.575"
2/3 Page	5.125" x 10.375"
1/2 Page (Horizontal)	7.785" x 5.125"
1/3 Page (Horizontal)	5.125" x 5.125"
1/3 Page (Vertical)	2.5" x 10.375"
1/6 Page (Vertical)	2.5" x 5.125"
Business Directory	3.75" x 2.25"

Space Reservation

Please contact your Sales Representative at 905-579-4400 or go to www.beautifulbeginningsbridal.com for your online rate card.

Additional Services

Basic ad layout and design is available at no additional charge. This includes a maximum of two revisions per ad.

In the event that additional services are required, pricing is as follows:

- ~ Design \$45/hour
- ~ Ads to disk \$10 per disk

Production Schedule

Fall/Winter issue 2009

Date of Distribution

First Week of June 2009

Ships to Press

May 13th 2009

Material Deadline

May 4th 2009

Booking Deadline

April 27th 2009

Spring/Summer issue 2010

Date of Distribution

First Week of December 2009

Ships to Press

Nov 11th 2009

Material Deadline

Nov 3th 2009

Booking Deadline

Oct 28th 2009

Mechanical Information

Supply as DIGITAL FILES in MAC format

Our preference is a press ready PDF

Adobe InDesign up to CS,

Adobe Illustrator up to CS,

Adobe Photoshop up to CS

Transport Media: CD, DVD, or FTP

FTP information:

To upload using FTP software:

host: ftp02.metroland.com

user id: adbank

password: csl

folder: DurhamDivision/BeautifulBeg09

To upload using a web browser:

upload.metroland.com

folder: BeautifulBeg09

File formats: INDD, QXD, TIFF, EPS

Required Resolution: 300 dpi, 150 lpi

Beautiful Beginnings

865 Farewell Street, South

Oshawa, ON L1H 7L5

t: 905-579-4400

f: 905-579-2742

www.beautifulbeginningsbridal.com

www.durhamregion.com

TERMS OF PAYMENT: 1) Net due upon receipt of invoice on established credit*. *Terms may vary according to method of payment.
2) Retail rates are non-commissionable. Commissionable rates available upon request.

GENERAL: 1) Any advertisement is accepted, rejected or classified at the publisher's discretion.
2) The publisher reserves the right or option to insert the word "advertisement" above or below any copy.
3) All materials produced by the newspaper remain the property of the publisher.
4) Rates are subject to change without notice.

ERRORS & OMISSIONS: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any flyer is limited to the amount paid to the publisher for distribution of such flyer. Claims for errors in advertisements or flexform formats are not guaranteed unless a premium is paid. The printing of key numbers is not guaranteed. The Publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertisers warrants that advertising content will not be libelous or misleading. Advertising agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libelous or misleading advertisement.

Beautiful Beginnings

ADVERTISER AGREEMENT

I (name) _____

of (business name) _____

have agreed to the purchase of an advertisement in the Beautiful Beginnings Bridal Magazine to be published by Metroland Media Group on _____

Please check the appropriate box of your request

2009 Fall/Winter publishing June 2009 2010 Spring/Summer publishing December 2009 Both Publications

FULL COLOUR

Full Page

1 Edition

\$1275 each or

2 Editions

\$1198 x 2 = \$2393

2/3 Page

\$1025 each or

\$949 x 2 = \$1898

1/2 Page

\$799 each or

\$649 x 2 = \$1298

1/3 Page

\$575 each or

\$499 x 2 = \$998

1/6 Page

\$299 each or

\$275 x 2 = \$550

Business directory

\$220 each or

\$199 x 2 = \$398

PREMIUM POSITIONS

Inside Back Cover

1 Edition

\$1,399 each or

2 Editions

\$1299 x 2 = \$2598

Inside Front Cover

\$1,499 each or

\$1399 x 2 = \$2798

Full Page on 3

\$1,499 each or

\$1399 x 2 = \$2798

Back Cover

\$1,699 each or

\$1499 x 2 = \$2998

Client Information:

Address _____

City _____ Phone _____ Fax _____

Account# _____ Email _____

Website _____

Metroland Account Manager _____

Signed _____ Date _____

Please fax complete agreements to (905) 579-2742



c/o Oshawa Whitby Clarington This Week
865 Farewell Street, South, Oshawa, ON L1H 7L5
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