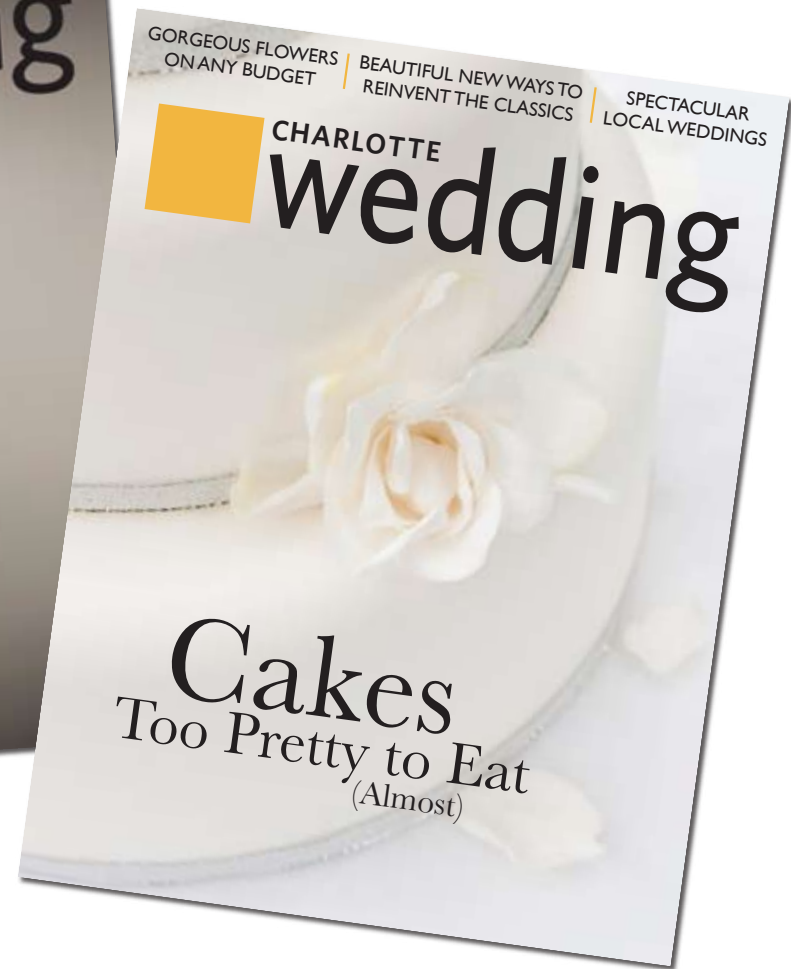
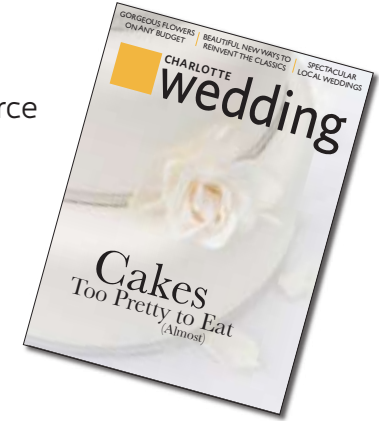


Coming this December...





From the publishers of *Charlotte* magazine, **Charlotte Wedding** is the most reliable source for planning a wedding or event in Charlotte, North Carolina, and the Southeast. This sophisticated bridal survival guide showcases Charlotte's most inspiring weddings as well as helps readers find the best venue, wedding planner, cake, caterer, stationer, florist, dress, and more.



CHARLOTTE AREA WEDDING STATISTICS

Source: The Wedding Report

**16,000**  
couples wed every year

**\$27,000**  
average wedding budget

**\$432 million**  
per year is spent on weddings

In Every Issue

- Bridal fashions and trends
- Registry products and sources
- Food, décor, and music ideas
- Honeymoons and travel destinations
- Beauty trends
- Planning tips from the experts at *Charlotte Wedding*

Reach the Reader

- Display Advertising
- Bridal Bouquet – Display directory to include your photo and up to 100 words of copy
- Website – Enhanced listing (25 words) and hyperlink online
- Charlotte Wedding Showcase

Annual Circulation  
**20,000**

- Newsstands
- Retail Distribution
- Mailed Distribution
- Bridal Show / Events

## Print Ad Rates

4-Color Gross Rates

Size	1x	2x
2 page spread	\$3,950	\$2,720
Full Page	\$2,300	\$1,670
2/3 page	\$1,850	\$1,250
1/2 page	\$1,500	\$1,030
1/3 page	\$1,150	\$890

### Covers

Back Cover	\$2,750	\$2,000
Inside Front/Back	\$2,500	\$1,810

### Bridal Bouquet

100 words & 1 photo	\$500	\$400
---------------------	-------	-------

(AD TO BE DESIGNED BY CHARLOTTE WEDDING)

### Website

	Non-display advertisers	Display advertisers
Enhanced 25 word listing and hyperlink for 6 months	\$150	\$50

### Bonus to Advertiser

Guaranteed listing in print and online  
Opt-in lead generation database

## 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 Deadlines

(Space reservation and all ad materials due)

### Spring/Summer Issue

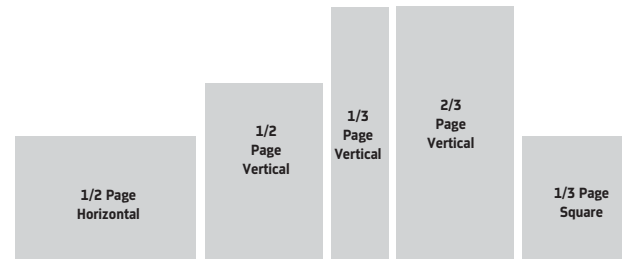
(January-June)

ad materials due  
November 10, 2009

### Fall/Winter Issue

(July-December)

ad materials due  
April 30, 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. Materials not meeting second-class postal requirements will be charged third-class postal surcharge. All are non-commissionable.

### Production

Artwork production is included with your advertising contract. If you would like to use your ad or photography outside of *Charlotte Wedding*, additional charges will apply. Please contact your account executive for more information. Artwork created by and for *Charlotte Wedding* cannot be used in another publication.

### Cancellation Policy

Ad cancellation or moving of insertions requires written notice, submitted 30 days prior to that month'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.

## Print Mechanical Requirements

**Printing Process:** Web Offset

**Binding Method:** Perfect

**Trim Size:** 8.125 x 10.812

**Filmless Printing:** *Charlotte* magazine publishes in a filmless printing environment. We no longer accept film as final material. All ads must be provided in a digital environment and the information regarding this follows.

**Electronic files:** To produce the high quality our publications provide, 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. *Charlotte* magazine can accept final HI-RES MACINTOSH PDF files. (Be sure of your job settings before you submit a PDF.); OR, if submitting application files, they must be provided in a Macintosh format utilizing the following: InDesign CS2 or lower, Quark 6 or lower, Illustrator 10 or lower, or Photoshop 7 or lower.

**Note:** True Type fonts are not recommended. Do not apply bold or italic using styles in Quark. This is a bug in the program and 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. Please provide files on CD or zip disk.

**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

*Charlotte Wedding*  
Attn: Advertising Materials  
309 East Morehead St., Suite 50  
Charlotte NC 28202

**e-mail materials to:**  
cari.urbanik@charlottemagazine.com  
704-335-7181 ext. 120