



A Grand Wedding®
Wedding Vendors Under a Grand.™

2009-2010 Media and Sales Kit



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ABOUT A GRAND WEDDING.com

What is A Grand Wedding.com:

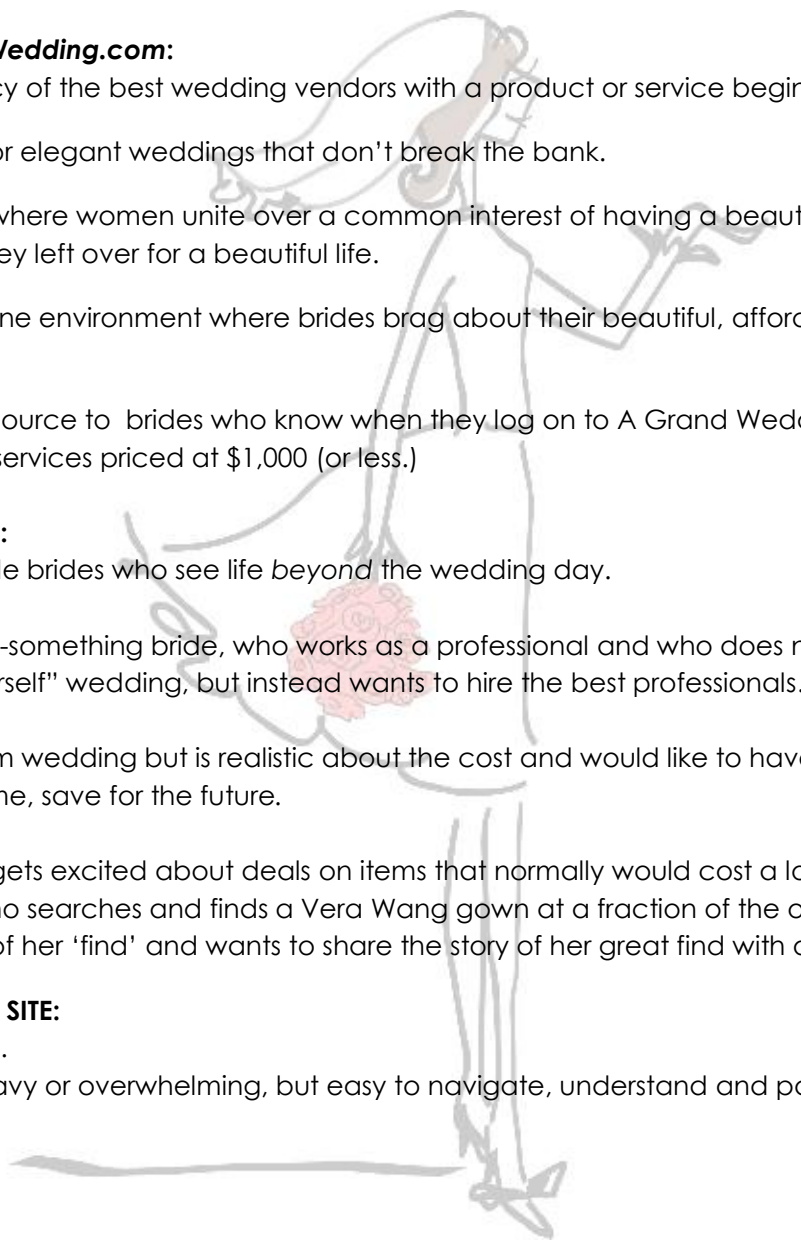
- 1.) A talent agency of the best wedding vendors with a product or service beginning at \$1,000.
- 2.) The resource for elegant weddings that don't break the bank.
- 3.) A community where women unite over a common interest of having a beautiful wedding with enough money left over for a beautiful life.
- 4.) Provide an online environment where brides brag about their beautiful, affordable, high-class weddings.
- 5.) A welcome-resource to brides who know when they log on to A Grand Wedding.com, they will find wedding services priced at \$1,000 (or less.)

TARGET AUDIENCE:

- Cool, fashionable brides who see life *beyond* the wedding day.
- A 20s/ 30s/40/50-something bride, who works as a professional and who does not necessarily want a "Do It Yourself" wedding, but instead wants to hire the best professionals.
- Wants her dream wedding but is realistic about the cost and would like to have a honeymoon as well, buy a home, save for the future.
- A woman who gets excited about deals on items that normally would cost a lot of money. (i.e.: A woman who searches and finds a Vera Wang gown at a fraction of the original cost, she gets a "thrill" out of her 'find' and wants to share the story of her great find with others.)

LOOK/FEEL OF THE SITE:

- Classy, girlie, hip.
- Not content-heavy or overwhelming, but easy to navigate, understand and participate.
- Professional.



What A GRAND WEDDING.com does that no one else does

- **All vendors on the site have a package, service or product beginning at a thousand dollars or less.** They may have a package/service/product over a thousand dollars, but to advertise on the site, they must have something UNDER a thousand dollars.

- **Community aspect:** Brides come to meet other brides for wedding ideas, share costs, buy or borrow, or get wedding services 'gifted' to them.

- Our home page features **fresh, magazine-like content**; with a featured article/picture, updated on a regular basis.

- **Editorially-chosen VENDORS OF THE WEEK** give brides an unbiased opinion of who to turn to for wedding services.

- **All vendors who advertise on the site are pre-screened.** The A Grand Wedding.com staff interviews each advertiser to make sure they are a proven professional with a quality, \$1,000 offering—not just anybody can advertise with us.

- **Our giving-back, non-profit AngelBride® program** grants the wedding wishes of local, deserving couples.

- **Buy, Borrow or Share™ is where brides buy, sell or rent wedding items** such as rings, décor, bridesmaid dresses, centerpieces, wedding dresses and more.

- **Tossing the Bouquet is the wedding-industry's only free wedding item resource.** It's where brides can give away their dress, unused or leftover wedding items for FREE.

- **Unique, crowd-drawing events, FREE for A Grand Wedding.com paying advertisers:**

(1) *Beyond the Boa: Seattle's Largest Bachelorette Party* is where we redefine the Bachelorette Party by showing party alternatives such as in-home wine tastings, private yoga classes, 'volunteering' parties and more, featuring unique products and services for brides, bridesmaids and bachelorette's alike; such as Bachelorette Party cakes, one-of-a-kind jewelry, gifts for the bridal party and more. *Takes place every summer in downtown Seattle, in high-end venues such as The Alexis Hotel and Hotel 1000.*

(2) *A Real Grand Wedding* is a live wedding production using wedding elements that cost \$1,000. Select members of the media are invited to the 'wedding,' complete with a bride (wearing a \$1,000 dress), groom, wedding party, wedding and reception venue, food, beverages, cake/dessert, live entertainment and photography options all at the \$1,000 price point. *Happens every winter in a select, \$1,000 wedding/reception venue.*

THE STATS:

Why advertising with A GRAND WEDDING.com is worth it

Site Traffic/Hits

The number of hits (requests for files such as a web page or an image) for A Grand Wedding.com have seen a **400 percent increase in the last 11 months**. If this growing trend continues, A Grand Wedding.com can expect an estimated 1.6 million hits a month.

If growing trends continue,
A Grand Wedding.com
can expect approximately
1.6 million hits
a month,
by this time next year.

Visits

The number of times **people have visited A Grand Wedding.com has quadrupled** in less than a year.

In May 2009, we enjoyed almost 11,000 visits from brides and grooms looking for quality, high-end wedding professionals with services or products at the \$1,000 mark.

Time Spent on Site

People who come to A Grand Wedding.com are taking a good look around.

Currently our **site visitors spend three times as much time on our site as they did less than one year ago**. With the average visit to A Grand Wedding.com lasting upwards

of 15 minutes, not only do we have their attention, we are *keeping* their attention.

Most Popular Pages

The most popular page on A Grand Wedding.com continues to be the home page, showing the value of our limited and highlighted home page advertising opportunities. **Home page popularity has doubled** since the summer of 2008, thanks to engaging, ever-fresh articles, exciting Vendors of the Week and our weekly polls.

But perhaps more impressive is the popularity of our second most-visited page, Vendor Details—where users view the individual ads of vendors who advertise on A Grand Wedding.com. **Vendor Detail page views have tripled since 2008**, in other words, Vendor Details have seen a 50 percent increase when compared to the popularity of the home page.

Advertiser Pricing Info

REGULAR LISTING, **\$35.00/mo**

- free for 3 months
- large 'product' shot
- company logo
- direct link to web site
- phone number
- physical or mailing address
- business description
- ad management stats (*allowing you to check the click-thru rate to your site*)
- appear in up to 2 different categories at no additional cost

REGULAR LISTING in multiple categories (3 to 4 diff. categories), **55.00/mo**

- free for 3 months
- large 'product' shot
- logo
- direct link to web site
- phone number
- physical or mailing address
- business description
- ad management stats

ELEVATED LISTING, **45.00/mo**

A regular listing (as described above) guaranteed in a Top 10 position, highlighted with a colored-screen.
Highlighted in multiple categories, 55.00/mo

CATEGORY VENDOR of the week, **100.00/wk**

- a bug on home page and Grand Vendors page that links to your regular listing
- instant credibility as NOT ALL VENDORS will be offered CATEGORY VENDOR status; *must be approved by A Grand Wedding staff.*
- large 'product' shot
- logo
- direct link to web site
- phone number
- physical or mailing address
- business description
- ad management stats

Horizontal/vertical BANNER AD on Homepage, **350.00/mo**

- *links off to advertiser's web site* on ONE tab/section of the site, **275.00/mo** on EVERY tab/section of the site (4 tabs), **875.00/mo** on EVERY page of the site (corporate vendor), **2,000.00/mo**

Business-card sized AD on Homepage, **250.00/mo**

- *links off to advertiser's web site* on ONE tab/section of the site, **175.00/mo** on EVERY tab/section of the site (4 tabs), **775.00/mo** on Category page, **100.00/mo** on EVERY page of the site (corporate vendor), **1,500.00/mo**

HOME PAGE, FEATURED ARTICLE mention/interview, **45.00 (one time fee)**

- appears on the home page for seven (7) days
- archived for one year
- article will include link to advertiser's listing on A Grand Wedding.com
- advertiser can link the article to their site
- ad management stats

For more information
contact:

advertising@agrandwedding.com
206. 852. 2911

QuickHits

1 Our pricing vs. other web sites and wedding magazines

An online listing on wedding web sites can run anywhere from \$58/month to \$150/month. Even the smallest ad in a regional bridal magazine will cost a minimum of \$136/month*.

Realistically priced at just \$35/month, you can afford to diversify your advertising dollars by coming over to the wedding industry's fastest-growing web phenomenon, A Grand Wedding.com.

2 Media mentions

With exposure in The Seattle Times, on KING 5, SeattlePicks, SEATTLE BRIDE, SEATTLE METROPOLITAN'S Bride & Groom, and more, the wedding industry and brides alike are buzzing about A Grand Wedding.com.

3 Alliances and Partnerships

A Grand Wedding.com is proud to be partnered with Seattle's most established wedding mag, SEATTLE BRIDE, on our one-of-a-kind AngelBride® program. AngelBride® weddings will be highlighted in the magazine, giving donating Grand professionals an opportunity to appear on A Grand Wedding.com and in SEATTLE BRIDE magazine at no additional cost.

4 Freebies for Grand Vendors

When you have a regular listing (priced at just \$35/month) you get first-pick exposure at the two yearly A Grand Wedding.com events—at no extra cost. No 'booth' fees or participation penalties; just another opportunity to get your valuable business in front of thousands of potential clients.

In addition, Grand Vendors get exclusive opportunities to reach out to our audience through a subscription-based eNewsletter, with highlighted areas such as trackable 'coupons' and offers, Insider Interviews, and a Featured Grand Vendor—all at no additional cost**. It's simply a part of the \$35/month, highly-affordable ad strategy available through A Grand Wedding.com

*For a small ad in a publication that comes out twice a year; assuming an ad has a six (6) month duration.

**Valid Sept. '09-Sept. 10