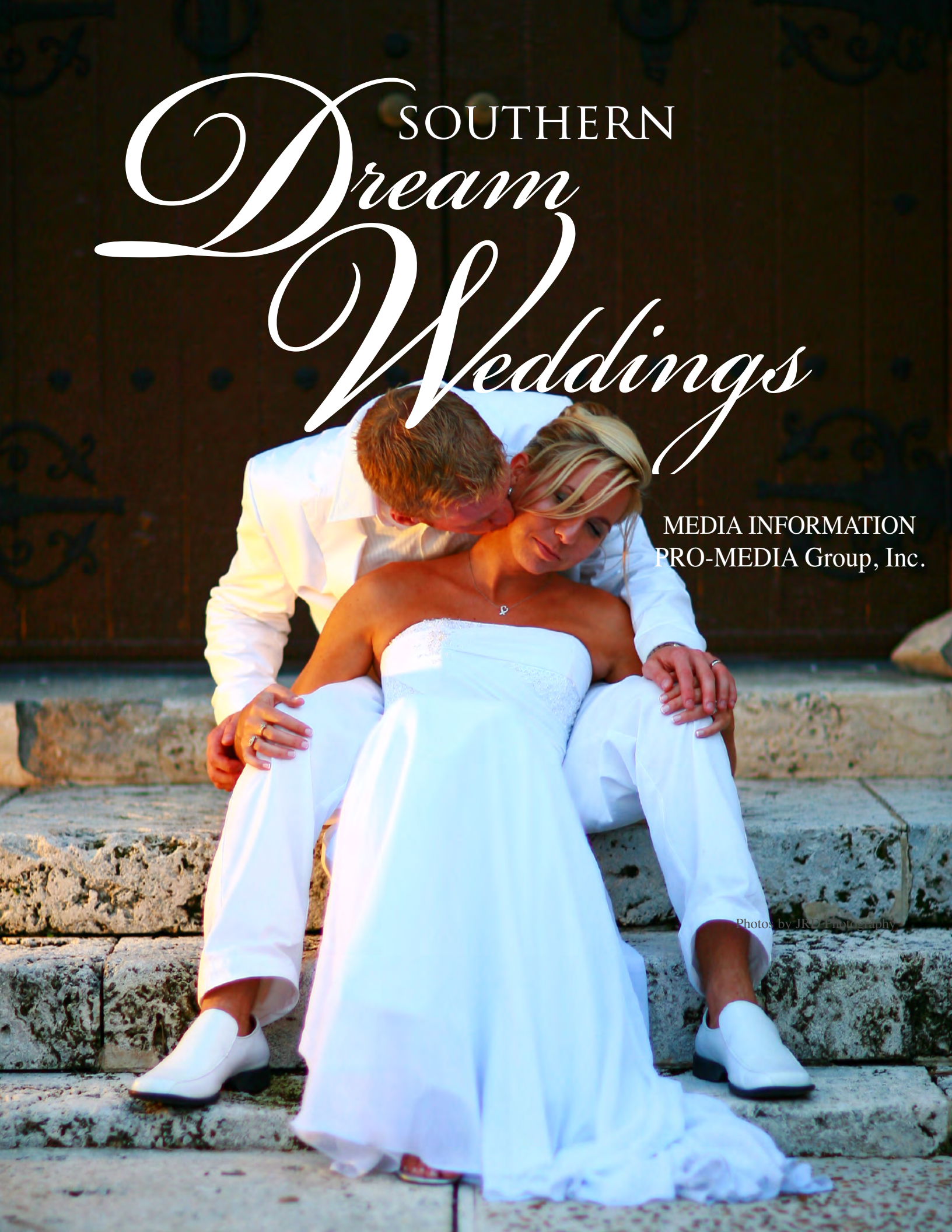


SOUTHERN *Dream Weddings*

MEDIA INFORMATION
PRO-MEDIA Group, Inc.

Photos by JRE Photography



SOUTHERN *Dream* Weddings

MEDIA INFORMATION

Published By
Pro-Media Group, Inc.
1709 C. Hillyer-Robinson Industrial Pkwy.
P.O. Box 7760, Oxford, AL 36203

Circulation and Distribution

With over three years of research in the bridal industry and an existing newsstand title in the industry (*Emerald Coast Brides*) Pro-Media Group have become well versed in “finding out just what Brides-to-be want and how to get it in front of them”.

Our goal, with *Southern Dream Weddings* is to provide our advertisers with a media outlet which will reach brides all over the Southeast through both mainstream newsstand circulation, as well as our other unique methods such as; a network of bridal registries, large bridal and vendor shows, and professional relationships with various venues and planners. *Southern Dream Weddings* will get your services and products in front of the brides who will spend money with you...period.

Each issue of *Southern Dream Weddings* is full of “real” useful editorial that brides really want to read about and can actually learn from and plan with. Your ad will be seen because brides will read *Southern Dream Weddings*.

From “how tos” to “tips on planning” to beautiful cakes, catering and wedding attire- we give brides what they want and we do this in a way that you, as our advertisers, can reach your target market in a very cost effective manner in each of our quarterly issues.

Let us prove to you why being in *Southern Dream Weddings* is one of the smartest advertising decisions you will ever make.



Our Mission

From the antebellum mansions of Alabama and the grand Cathedrals of Georgia to the white sand beaches of Florida and the beautiful mountains of Tennessee. Whether on a shore bank or a hill top in the Carolinas or a river boat in Arkansas or Mississippi...one thing is certain. The South is made for weddings. Beautiful big ones and small simple ones alike. No other region in our great country offers as grand a backdrop for celebrating and sharing in a couple's special day.

Southern Dream Weddings is proud to be a part of the longstanding tradition of the Southern wedding and to be able to reach readers and advertisers alike- in all parts of the country- who share in these splendid occasions, bringing them together in order to better enable these dreams to come true.

Think of us as “The Official Magazine of the Southern Wedding”...because that is exactly what we intend to be.

Will Estell
Editor-in-Chief

*All in one Location.
All for You.*

SHOWCASE SPOTLIGHT



JRD Photography

Jace Delgado, P.O. Box 477 Valparaiso, FL 32580 • Phone: 850-496-1464

website: www.jrdphotography

Destin Florida Beach and Wedding Photographers. National Award Winning Photography. Specializing in one of a kind wedding photography that captures the true love between two people and sincere children's portraits that will make your heart just melt.



M & M Catering

806 13th Street West, Jasper, AL 35501 • Phone: 205-221-0072

website: www.mmccatering.net

One of the smartest things you can do to help you with your plan is to contact M&M Catering early to make the dream of the perfect wedding come true.



Weddings by Yvonne

806 13th Street West, Jasper, AL 35501 • Phone: 205-221-0072

For your unique wedding experience contact Yvonne. We take care of as little or as much of the planning to make your special day stress free. Call Yvonne to set up a free consultation.



Classic Cakes

1495 South Street, Panama City Beach, FL • Phone: 850-230-8859

We make beautifully unique cakes with spectacular icing illusions. If you can dream it, we can create it. We bake all of our cakes from scratch and we only use the freshest ingredients.



Special Moments Formal Wear

181 Walnut Street, Atlanta, GA • Phone: 770-857-8740

We carry wedding dresses, tuxedos, bridesmaid attire, mother of the bride and flower girl dresses and accessories. We are your complete formal wear shop and do free alterations to any wedding dress purchased.

We offer:

Announcements/Save the Dates
Bachelor/Bachelorette Parties
Balloon design
Bands/Soloist
Bed & Breakfast
Bridal Accessories
Bridal Attire
Bridal Beauty, Hair/Make-Up
Bridal Consultants/Planners
Bridal Luncheons/Shows
Bridal Party Gifts
Bridal Shows
Bridesmaids/Mothers
Cakes
Calligraphy

Carriages
Catering
Ceremony Locations
Ceremony Music
Chair Covers/Lines
Chapels
Chocolate Fountains
Cosmetic Dentistry
Plastic Surgery
Creative Touches
Destination Weddings
Disc Jockeys
Dove/Butterfly Releases
Engagement Parties
Favors

Floral Preservation
Floral, Design & Décor
Formal Wear
Gift Baskets
Gift Registry
Gown Preservation
Guest Accommodations
Health & Fitness
Home Furnishings
Honeymoon & Travel
Hospitality Services
Ice Sculptures
Insurance
Invitations
Jewelry

Kitchen/Cookware
Limousines & Transportation
Lingerie
Liquor/Wine/Champagne
Officiates
Personalized Photo Albums
Photographers
Reception Locations
Rehearsal Dinner
Rentals
Spas
Specialty Entertainment
Videographers
Wedding Centers
Hotel/Resorts



Photos by JRD Photography

ADVERTISING PRODUCTION:

Costs for SDW to produce your black/white ad are below. Prices for 4/color ad production will be quoted upon receipt of materials.

DEADLINE DATE: TBA

ADVERTISING POLICES:

SDW reserves the right to review and approve advertisements. This is so that we can insure and keep our standard of quality to its highest. Ad positioning is at the discretion of the publisher. Guaranteed special placements for fractional ads carry a 10% surcharge and are offered at the discretion of the publisher. Rates and publication dates are subject to change without notice. The advertiser or its agency may not make changes and/or cancellations on orders after the materials due closing date.

PAYMENT:

There is a minimum of one third of the payment due with contract. Remaining balance is to be paid in full by space closing deadlines. VISA, MasterCard, American Express, and Discover accepted. We offer 5% off for full payment by check or credit card at time of contract.

MECHANICAL AD SPECIFICATIONS:

Dimensions: The sizes given below show the exact dimensions to run in the area reserved for the advertisement. If the customer is providing the ad, please follow the sizes with embedded components require a new disk to be submitted by the client or agency.

SIZE	INCHES
1/4 page	3-3/4 x 5
1/2 page horizontal	7-5/8 x 5
1/2 page vertical	3-3/4 x 10
Full page	7-5/8 x 10

Printing Method: SWOP

Trim: 8-3/8 x 10-7/8

Live Area: 7-5/8 x 10

Bleed Size: 9 x 11-1/2

Full Color Line Screen: 150

Black & White Line Screen: 150

Film: Emulsion side down, right reading

Please do not exceed the live area size in order to keep things from being cropped off.

Note: the rates listed above are based on ECB receiving composite film for 4/color ads on film or plate ready material for B/W ads. Otherwise, additional production charges will be incurred.

ACCEPTED MEDIA:

SDW supports these Macintosh platform storage media types:

- 3.5 diskette
- Zip 100 Mb disk
- CD ROM Dual Platform
- DVD ROM Dual Platform

Electronic files submitted via e-mail or FTP.

IMPORTANT NOTE: E-mailed images must be 300 dpi RGB/CMYK (not 72 dpi, the quality is extremely poor)

Important: Customers must supply a color and/or laser print of all files that are sent. E-mailed data must be accompanied with a viewable .jpg image proof.

Document Formats: SDW Art Department works on a Macintosh OS X 10.3 platform. Formats preferred are Adobe PhotoShop 6.0 or later, Adobe Illustrator 8.0 or later, Quark Xpress 3.2, 4.0 or 6.2, or later, Adobe Indesign CS or later, and Adobe Acrobat PDF files. All files must be flight checked to include all images and fonts needed or include within the document (converting fonts to path is also a safe method). These guidelines are set here in so that we can with efficiency offer the best quality presswork.

IMAGES:

- Color images intended for process printing should be saved as CMYK. If they are being emailed, they need to be at 100% and RGB color space file.
- Image files need to be .tif or .eps (unless emailed, then they can be high quality .jpg, a setting of 10 or higher).
- Black and White images should be saved as Grayscale.
- Desired orientation (rotation, flip, skew) is to be applied in PhotoShop or like application.
- Do not use any form of compression (jpeg etc.) on any of your images.

FONTS:

- Fonts should not be stylized in your page layout program. EXAMPLE: Do not stylize the fonts by using [bold][italic] or other font style commands. Use the font containing the desired attribute. In the event the desired font is not available a different font should be chosen.
- All fonts must be supplied in a separate folder labeled 'Fonts'. Adobe Postscript fonts only.
- All fonts used in EPS files must be converted to outlines.

TRAPPING:

SDW does not assume responsibility for trapping on supplied electronic files.

- Desired trapping must be applied in the page layout program. The typical trap recommendation is .144 pt.
- All black print is to set to overprint.
- Be careful when setting black to overprint in instances where you have reverse boxes printing in black. You may want to trap these to avoid overlapping areas of other colors and photos.
- Be careful when setting trap on items that are layered over images as the image is considered an "indeterminate" and the desired trapping may not be applied. Printing and checking laser separations can test correct trapping attributes in these instances.

SEND ALL MATERIALS TO:

Southern Dream Weddings

Attn: Art Department

P.O. Box 7760 • Oxford, AL 36203