

Early Bird Deadline

The Bridal Guide P.O. Box 213, DeKalb, Illinois 60115

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Jamie Carlson – bridalguidesales@comcast.net 815-687-6042

*Advantage: Save money with the lower ad rate
just by committing early!*

Please email your ad request, size and rate to Jill Doherty at bridalguid@comcast.net prior to the Early Bird deadline.

The business name, contact person with approval authority, complete address, email address and phone number is necessary.

An ad agreement and invoice will be emailed to you for your confirmation, signature and payment. Please mail checks to The Bridal Guide, P.O. Box 213, DeKalb, Illinois 60115

Ad copy: Give careful thought to the information you wish to include on your ad. Your ad fee includes composition of the information you submit. Our design staff varies the look of ads and the colors used so that each commands attention. Specific color requests must be submitted with copy.

A proof of the ad will be submitted for you to review for accuracy of the information. Changes, other than corrections to errors, will be billed at \$60 per hour (one quarter hour minimum charge).

The creative staff of The Bridal Guide has over 65 years combined marketing and design experience.

Submitting a mock-up or sketch is encouraged, however ALL components for the ad must be submitted, preferably in digital format. Check with our graphics department for specifications prior to submitting your copy.

Any proofs not returned with corrections or approval by the requested deadline will be assumed to be accurate and will be published as submitted.

All discounts will be forfeited if the payment is not received by due date.

Ads must be PAID IN FULL by September 1, 2017 to be eligible for Early Bird rate.