

The Bridal Guide

Proudly published since 1992

Jill Doherty

P.O. Box 213, DeKalb, IL 60115

815-739-9937

49th Edition

Subject: Our gift to you: Cover photo presentation or BGBG feature page, Just Married photo and Engaged couple photo. *Complimentary options with your minimum ¼ page ad fee, space limited.*

"Patrick and I just want to let you know that we are obsessed with our article! It is so well done and the pictures compliment it perfectly! Thank you so much for including us in this issue." **Patrick and Betsey Finnan**

Deadline for commitment and photos: **February 28, 2018**

Dear Photographers:

It has been an honor publishing professional photographer's images on the cover of *The Bridal Guide*. Your photos have helped enhance the beauty of the cover and the featured couples have provided intuitive interviews for the Newlywed Wisdom and B.G.B.G. articles.

The cover benefits to the photographers are:

- Prominent placement that puts your best work in front of potential customers
- Cover position is not for sale, it is our gift reserved specifically for photographer's work
- Positioning on the front cover displays your work to far more than 15,000+ people; the photo is always front and center!
- Readership reaches an estimated 37,500 readers (Ads-on-line)
- *The Bridal Guide* is distributed and displayed to over a thousand store fronts and at bridal expos.

All photographers advertising in the current issue are welcome to submit photographs of wedding couples for consideration to be featured on the cover and for the inside BGBG features (bridal guide bride and groom).

Photographs submitted for consideration will be reviewed by the publisher, the Graphic Arts Department and a select committee for suitability based on the following criteria:

- The **cover** feature: bride or groom should have some reasonable connection to DeKalb County. They could be a current or past resident of the DeKalb County area (for example, he or she was raised in the area, but left for college or work, has worked a reasonable amount of time in the county or still has ties in the area).
- A variety of photos should be submitted including both bride and groom, several of the bride alone and/or the bride with a member of the wedding party or a parent and several images of the wedding items.
- The cover image must be in color, not cropped, must be proportioned taller than it is wide, and ideally shows a nice range of color. **An eye-catching image!**

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- Images must be at least 300 dpi at full size and are in **.tif or .jpg format on a cd/thumb drive or Dropbox, please.**
- If interested, we prefer that you submit a cd/thumb drive, a minimum of 30 different photos of each couple you wish to have considered, to Jill Doherty, The Bridal Guide, P.O. Box 213, DeKalb, IL 60115 or if possible, we could set up an appointment to review the work. **It would be extremely helpful if you have already checked with your proposed couple(s) to assure they have an interest in being the featured couple.**
- The publisher will handle releases of the chosen couple/s.

B.G.B.G. Bridal Guide Brides and Grooms inside features: couples may be from in- or outside DeKalb County, in other words, no connection to DeKalb County.

The BGBG feature is an opportunity for advertisers to receive a **FREE FULL Photo Page and bride groom feature** with the purchase of a ¼ page minimum size advertisement. Present the couples for review with approximately 20 photos and we will work with the selected couple to compose the article pertaining to their recent marriage. The specifications are similar to the cover submissions, space is limited.

Just Married and Engaged couples

You also have the opportunity to place your photographic work of newly married couples as well as engaged couples in The Bridal Guide. How exciting for them to be recognized and you receive more photo recognition all by placing an ad! The layout is clean and simple. Please submit photos for consideration.

Please contact us with any questions. Time is of the essence.

The deadline is approaching, limited pages.

Sincerely,

Jill

Jamie

Jill Doherty
bridalguid@comcast.net
815-739-9937
www.nibridalguide.com

Jamie Carlson
bridalguidesales@comcast.net
815-687-6042
and Facebook.com/nibridalguide

Note: The simplest way to proceed:

Cover and BGBG couples:

1. Commit to an ad size ¼ page or greater, sign the ad agreement, submit payment
2. Open a file folder on your computer label: Bridal Guide
3. Label a folder within the Bridal Guide folder: In DeKalb County
4. Label a folder within the Bridal Guide folder: Out DeKalb County
5. Copy the photos of the desired couples, labeling a folder for each couple
6. Copy the work to a cd/thumb drive or Dropbox

Just Married and Engagement Photo/s:

Same as above, adding the photos to folders within the Bridal Guide main folder and clearly label. Meet the deadline – Space is limited.