

# The Bridal Guide

Jill Doherty

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*"I just wanted to send you a big THANK YOU for featuring us and being patient with us as we got you the information for your Bridal Guide. We've already seen pictures of the guide on Facebook and it looks fabulous. I can't tell you how excited our families were to find the guide in Yorkville! Both moms have called exclaiming their children are 'famous'! We consider being featured quite a big honor and are thrilled to get our copies. Thank you so much!"*

**Elizabeth and Jordan Hagemann, featured newlyweds**

*"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, featured newlyweds**

Subject:        -Cover photo presentation: DeKalb County connection required  
                  -BGBG Couples (bridal guide bride & groom): **No connection to DeKalb County required**  
                  -Just Got Hitched  
                  -Engaged Couples  
                  -Minimum requirement: ¼ page ad, space limited\*

Dear Photographers:

It has been a pleasure publishing professional photographer's images on the cover of *The Bridal Guide* since 1998. 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 reserved specifically for photographer's work
- Positioning on the front cover displays your work to more than 15,000+ readers; the photo is always front and center!
- According to Ads-on-line, the calculation for readership reaches an estimated **37,500 readers**.
- *The Bridal Guide* is distributed and displayed to over a thousand store fronts and at select 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 recently departed 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).
- One/two of the images are of both bride and groom, the others can be only the bride/groom, or the bride with a member of the wedding party or a parent and several images of the wedding items such as flowers, rings, decor (submit a large variety of up to 50 photos).
- 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. **A unique and eye-catching image!**
- Images must be at least 300 dpi at full size, and are in **.tif or .jpg format on a cd/thumb drive, please.**

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- If interested, we prefer that you submit a cd/thumb drive with up to 50 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 do not need a DeKalb County connection for this feature.](#)

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 a minimum of 10-20 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.

**New! Just Got Hitched, Engaged couples**

In addition, you can place your photos 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.

If you have any questions, contact Jill Doherty. Time is of the essence.

**The deadline is approaching, limited pages.**

Sincerely,

*Jill*

*Jamie*

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**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 or thumb drive preferred (we accept Dropbox)

**Just Got Hitched 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.

NOTE: \*Photographers advertising in The Bridal Guide have the option of receiving a free page with their timely submission of wedding photos. Photos that may be featured on the cover or within the pages of The Bridal Guide are a gift to the advertiser. Please note that the price you pay for your ad only covers the cost of the ad space.