

WWW.**BRIDESDIARY**.CO.ZA



THE BENEFITS OF MARKETING YOUR BUSINESS ON WWW.BRIDESDIARY.CO.ZA

INTRODUCTION

www.bridesdiary.co.za has been created to complement South Africa's premier bridal publication - **The Bride's Diary®**. Designed with the user in mind, www.bridesdiary.co.za offers bride and grooms-to-be the ultimate guide for their wedding planning. It is a pleasure to view and include interactive wedding planning tools such as a Guest List, Table Seating Planner and Budget Calculator, and also includes an active member messageboard.

Our hugely popular website has approximately 10 000 - 20 000 hits a month, with tons of brides-to-be registering to become a member every day. The easy search facility to locate service providers on the Wedding Services page makes the website a valuable tool and a great avenue for wedding service providers to market their products and services to the multi-million rand wedding industry.

ADVERTISERS

www.bridesdiary.co.za also features a fully interactive area exclusively for our advertisers called the Advertisers Extranet. Here are some of the benefits:

ACCESS YOUR ADVERT: All advertisers are given an exclusive username and password so they can access their own wedding service directory listing to make any necessary updates or change their details whenever they choose to do so.

DOWNLOAD LEADS FROM YOUR ADVERT: Advertisers can access reader's names and contact details who have requested more information specifically from them through the members area on the website. This can be downloaded and saved on your desktop in an Excel Spreadsheet, making it very user friendly.

PROMOTE YOUR LATEST SPECIALS: Any advertiser who wishes to promote a special offer to our members may do so through this area of our site. Examples include special discounts, Winter or Weekday specials and sale items.



HOMEPAGE BANNERS {R500.00}

www.bridesdiary.co.za has two prime positions available on the homepage - right hand square banner and the footer banner. Advertisers can make use of these prime positions to advertise their services/products to engaged couples. This banner will have a direct link to the advertiser's website. Homepage Banners are booked on a month to month basis.



BANNERS {R100.00}

We feature an incredibly comprehensive number of wedding articles. Within each of these topics, banners are placed pointing members (engaged couples) to advertisers providing services that relate to the various topics. Advertisers can place a banner within a subject category which complements their marketing needs.



WEDDING SERVICES DIRECTORY LISTING {R200.00}

Our wedding services directory includes South Africa's best wedding service providers listed by location and category/service. Each client receives an image and 80 - 100 words of text to market their services and/or products along with their contact details. Also included is an email response form for engaged couples to contact you immediately and a direct hot link to your own website.



PRODUCT/SERVICE REVIEW PLUS BANNER {R150.00}

This service is beneficial to advertisers who wish to promote their products/services in an editorial style. A review editorial (including a picture) is uploaded with an advertising banner placed next to it that links through to the clients website.

SIGN UP NOW

Simply complete the booking form on page 3 of this document and send it back by email or fax.
As soon as we have your information, we load your advert to the website.

Tel: 0860 104 892 | Fax: 086 657 2715 | email: advertise@bridesdiary.co.za | website: www.bridesdiary.co.za

** Above rates include VAT*

CONFIRMATION OF WEB ADVERTISING

www.bridesdiary.co.za

BUSINESS NAME: _____

CONTACT PERSON: _____

TEL: _____ FAX: _____ CELL: _____

WEBSITE: _____

EMAIL: _____

BILLING ADDRESS: _____

BUSINESS CATEGORY: _____

REGISTRATION NUMBER: _____ VAT NUMBER: _____ ID NUMBER: _____

PLEASE RESERVE ADVERTISING:

MONTHS:

AMOUNT:

Wedding Services Listing @ R 200 / month

R _____

Banner @ R 100 / month

R _____

Review plus Banner @ R 150 / month

R _____

Homepage Banner @ R 500 / month

R _____

PAYMENT OPTIONS:

ONCE OFF PAYMENT OF FULL AMOUNT

FULL AMOUNT: _____

Please make payment to:

ABSA Business Park JHB North, Branch code: 632-005, Acc: 405 958 3956, Cheque Account, Reference: Your Company Name

DEBIT ORDER PAYMENT

Bank details:

Bank: _____ Account Holder: _____ Account number: _____

Account type: _____ Branch Name and Code: _____

Amount: _____ Start date: _____ End date: _____

PLEASE FAX THIS BOOKING FORM TO 0866 572 715 OR EMAIL TO advertise@bridesdiary.co.za

I hereby contract for the services outlined in this order:

Name: _____ Position: _____ Signature: _____ Date: _____

The Bride's Diary representative: _____ Signature: _____ Date: _____