

Bravo!

Publications & Trade Shows

Weddings & Events



2011 Media Kit

Bravo! | About Us

In today's wedding and event markets you have to use every means necessary to reach your audience. That's why Bravo! offers more avenues for getting your name in front of brides, wedding planners, event planners and vendors than any other event & wedding resource marketing company in Oregon & Washington. Making Bravo! the most trusted resource for over 20 years.

Resource Guides: Bravo! has published the Bravo! Wedding Guide and the Bravo! Event Guide since 1989, effectively presenting our clients to a regional market.

Web Resources: The internet has revolutionized wedding and event planning and the ways in which people make decisions and purchase services and products. Bravo! offers multiple options for advertising online with dynamic and resourceful websites that connect clients to brides & event planners.

Shows & Events: The Bravo! Wedding Affair, Bravo! Central Oregon Wedding Affair and Bravo! Live, are unparalleled in the state and are attended by thousands of brides, wedding planners and event planners annually. These intimate settings give our clients the opportunity to make direct contact with new & existing clients.

Bravo! is the only advertising medium in the Pacific Northwest that reaches brides, wedding planners, event planners and vendors through quality print publications, web sites and interactive events that produce results!



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BRAVO! PRODUCTS & EXTRAS

Bravo! Wedding

Page in Resource Guide

- Full or half page with pictures, text, website links, etc.
- Premium Ad with additional web presence

Client Website Listing

(www.BravoWedding.com)

- Company Description
- Videos (up to 3 videos)
- Photo Gallery (up to 20 photos)
- Banners
- Links to Website & Social Networking Sites

Online at BravoWedding.com

- Newsletter
- Blogs
- Facebook & Twitter updates through Bravo!
- FlipBook version of Wedding Guide on website.

Wedding Affairs

- February: Booth, Online photo galleries & Attendee List
- November: Booth, Online photo galleries & Attendee List
- Central Oregon: Booth, Online photo galleries & Attendee List

Bravo! Event

Page in Resource Guide

- Full or half page with pictures, text, website links, etc.
- Premium Ad with additional web presence

Client Website Listing

(www.BravoEvent.com)

- Company Description
- Videos (up to 3 videos)
- Photo Gallery (up to 20 photos)
- Banners
- Links to Website & Social Networking Sites

Online at BravoEvent.com

- Newsletter
- Blogs
- Facebook & Twitter updates through Bravo!
- FlipBook version of Wedding Guide on website.

Bravo! Live Showcase

- Company Booth & Attendee List
- Sponsorship Package



Bravo! | Wedding Resource Guide



The Bravo! Bride

- The Bravo! bride is an average of 26 years old.
- She heard about our wedding guide before she was engaged or was given a copy from a friend.
- She is engaged 10 months to a year.
- She plans at least 50% of her wedding through online resources.
- Her wedding & reception is held in the Portland Metro Area or in destinations throughout Oregon & Washington.

Wedding Guide Cover Image by Artisticque Photographie

22 years of successfully delivering a valuable resource to brides & grooms has earned Bravo! Publications the position as a trusted adviser.

The Wedding Guide features industry venues and services covering areas across Oregon and Washington. It has been referred to as the ultimate 'Bridal Bible' for anyone planning a wedding in the Pacific Northwest. Bravo! prints 10,000 Wedding Guides annually.

BRAVO! WEDDING GUIDE & BRAVOWEDDING.COM ADVERTISING PACKAGE:

Includes one full-page ad in the Wedding Guide, plus a full web listing. The web listing mirrors your page in the Bravo Wedding Guide with all your contact information and a direct link to your website. The listing also includes the ability to edit your business description, create a photo tour, add video, mp3 audio and track your stats.

SERVICE: \$1,395

VENUE: \$1,595

ADDITIONAL PAGE: CALL FOR PRICING

1/2 PAGE WEDDING GUIDE ADVERTISEMENT & BRAVOWEDDING.COM ADVERTISING PACKAGE: (1/2 page option available only to Officiants & Musicians)

Includes 1/2 page ad in the Wedding Guide, plus a full web listing. See above for web listing details.

1/2 PAGE: \$695

PREMIUM PLACEMENT DIVIDER AD & WEB CATEGORY HEADER:

(Must be combined with an advertising package)

A great addition to your advertising package. A full-color premium ad in the Resource Guide that falls in the front of your choice of category without formatted guidelines giving you full creative license. Upon completion of the 2012 Resource Guide, a corresponding image with your company logo will be loaded at the top of your category with direct link to your website.

Another way to give your company the first impression.

Only 2 available per category

PREMIUM AD: \$1,500



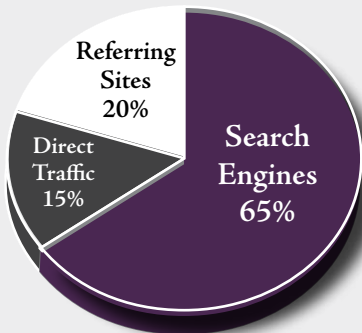
Spread the word...

- Blogs • Monthly giveaways • Banner ads & Spotlight vendors
- Videos • Photo Tours • Much More

BravoWedding.com
Traffic Source

BravoWedding.com
Average Monthly Online Visits

How our audience finds Bravo! online



Number of Visits: 10,184

Number of Page Views: 79,185

Average Page Views Per Visit: 7

Average Time Spent On BravoWedding.com: 6 min.

New Visits: 68%

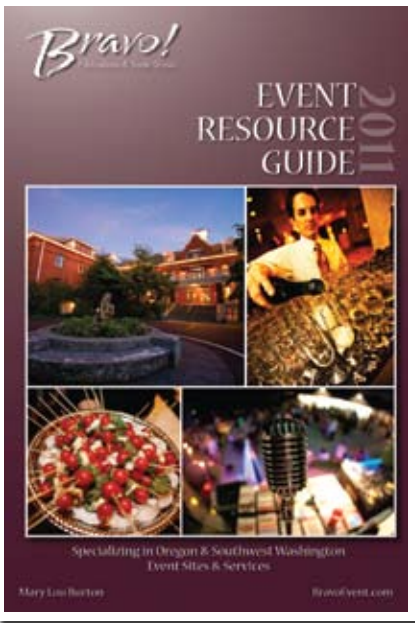
Weddings Per Year (2009)*

In Oregon: 25,232

In Washington: 40,318

*State of Oregon & Washington
Center for Health Statistics

Bravo! | Event Resource Guide



Bravo! Delivers

"While the effectiveness of the Bravo! guides and websites are always analyzed, I am happy to tell you that as always, through the years, your company always passes. In fact, I think we may want to increase our exposure & expenditure with Bravo!. Another realization is that in the 20 years that the Bravo! Guides have been published in the Portland area, it has become the resource for all things event."

- Peter Barnett,
Premiere Catering

Event Guide Cover Images (Top Left & Clockwise):
McMenamins Edgefield, Liz Divine; Holland Studios; JOS Photographers; Paul Rich Studio.

Bravo! is the only advertising medium in the Pacific Northwest that reaches event & meeting planners through print media, web impressions and face-to-face interaction.

The Event Guide lists hundreds of resources in a side-by-side, resume-style format allowing event and meeting planners to easily compare services.

BRAVO! EVENT GUIDE & BRAVOEVENT.COM ADVERTISING PACKAGE:

Includes one full-page ad in the Event Guide, plus a full web listing. The web listing mirrors your page in the Bravo Event Guide with all your contact information and a direct link to your website. The listing also includes the ability to edit your business description, create a photo tour, add video, mp3 audio and track your stats.

SERVICE: \$1,395

VENUE: \$1,595

ADDITIONAL PAGE: CALL FOR PRICING

1/2 PAGE EVENT GUIDE ADVERTISEMENT & BRAVOEVENT.COM ADVERTISING PACKAGE:

(1/2 page option available only to Speakers & Musicians)

Includes 1/2 page ad in the Event Guide, plus a full web listing. See above for web listing details.

1/2 PAGE: \$695

PREMIUM PLACEMENT DIVIDER AD & WEB CATEGORY HEADER:

(must be combined with an advertising package)

A great addition to your advertising package. A full-color premium ad in the Resource Guide that falls in the front of your choice of category without formatted guidelines giving you full creative license. Upon completion of the 2012 Resource Guide, a corresponding image with your company logo will be loaded at the top of your category with direct link to your website. Another way to give your company the first impression.

Only 2 available per category

PREMIUM AD: \$1,500

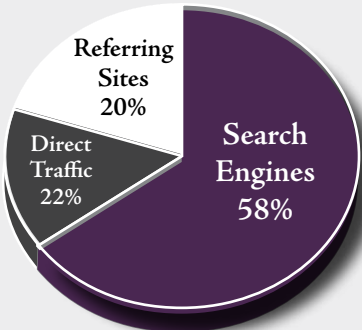


Spread the word...

Blogs • Monthly giveaways • Banner ads & Spotlight vendors
Videos • Photo Tours • Much More

BravoEvent.com
Traffic Source

How our audience finds Bravo! online



BravoEvent.com

Average Monthly Online Visits

Number of Visits: 5,240

Number of Page Views: 42,130

Average Page Views Per Visit: 3

Average Time Spent On

BravoEvent.com: 8 min.

New Visits: 75%

Bravo! | Wedding Affairs

About the Show

The Bravo! Wedding Affairs are set up to be intimate settings where brides & grooms can experience wedding services first-hand & meet personally with caterers, photographers, stationers, dress designers & other wedding experts to get their advice.

The Bravo! Wedding Affair is not your typical wedding show. Wedding vendors put their skill and creativity together to produce beautifully decorated rooms using the latest trends and color schemes.



Wedding Affair Benefits

The wedding affair format allows the bride to actually "experience" & spend more time looking at displays, asking questions & making connections with vendors

♦
Room themes are featured on our website & in Bravo! marketing year-round

♦
Get connected with brides one-on-one

♦
Positively received in other markets, by both brides & vendors

Bravo! Wedding Affairs

Dates & Pricing

February 20th, 2011

Embassy Suites Hotel Downtown Portland

♦
November 2011

TBD

♦
*January 2012

Sunriver Resort, Great Hall Complex Sunriver

♦
February 2012

TBD

♦
Participation in the Portland
Wedding Affair: \$895

*Participation in the Central Oregon
Wedding Affair: \$695

- Includes listing in show program &
Bravo Wedding.com - Wedding Affair

♦
First right of refusal is given to previous show vendors
& available to Wedding Guide advertisers only.

The Wedding Affair Experience

"The Bravo Wedding Affair is amazing! It is a great way to meet brides in a more intimate setting. For me, the best part about it is that each vendor is assigned a specific room. Each room is then transformed by using the skills and resources of each vendor. The Bravo Wedding Affair is a wonderful experience and I would highly recommend it to anyone!"

- Heather Halstead, Sorella Events



© Stott Shots Photography

Bravo! | Bravo! Live

A Showcase of the Hospitality & Meeting Industry

Event planners recognize the need to network with fellow professionals and colleagues. In the event industry, the new ideas and creativity are what keep a business healthy. The Bravo! Live Showcase provides an interactive experience showcasing local businesses in the event industry, in one afternoon. Whether you're planning a large convention, corporate meeting, golf tournament or wedding, every necessary resource and service will be available for inquiry and consultation.



Bravo! Live Statistics

Number of booths: 170

Number of attendees: 1,500 - 1,800

Profile of Exhibitors

Caterers

Convention/Exhibition Facilities

Design & Decor

Entertainment

Event & Meeting Sites

Photography/Videography

Resorts/Venues

Transportation

Profile of Planners

Bravo! Live: Showcase of the Hospitality & Meeting Industry will provide your company access to planners who are ready to book services to enhance their meetings & events. They are corporate planners, independent planners, association planners, non-profit & government organizations.

Did You Know?

49% of attendees come to buy something

50% are looking for new products & services

29% are the decision makers

86% have buying influence

88% are new customers

Can You Make Money at a Trade Show?

26% will sign a purchase order

51% will request a sales presentation

77% will find a new vendor or supplier

94% will compare competing products

95% will want your business brochure

*Information compiled from Exhibitor & Business Marketing Magazine and The Center for Exhibition Industry Research

Bravo! Live 2011

Date & Pricing

October 2011 - 11am to 5pm
Oregon Convention Center

Booth Pricing

10 x 10 Booth: \$1,195

10 x 20 Booth: \$2,100

20 x 20 Booth: \$3,380

First right of refusal is given to previous show vendors & Event Guide advertisers.

Bravo! Live Showcase

"Thank you so much for your support during the show. As a first time exhibitor I was impressed with how the Bravo crew worked their collective magic. From the moment I stepped into the Convention Center I felt like I was a part of the family. I made some great contacts, have fielded a couple of leads already, and am looking forward to a prosperous year. The show was well organized, well attended, and from my humble perspective, a huge success."

- Indian Creek Golf Course

Bravo! | Advertising Guidelines & Specs

New Clients:

The Bravo! Resource Guides are pre-formatted. Please choose a layout from the provided templates. You will need to supply photos, text, and graphics to our Production Department. We will then take the elements you submit to create a proof. You will have the opportunity to make changes and request one additional proof. Upon receiving your 2nd revised proof, you may make additional changes, but will be charged \$50 for an additional proof.

Renewing Clients:

Once you have signed and returned your Bravo! renewal contract, you will be emailed a proof based on your 2011 Resource Guide ad(s) and given the opportunity to make revisions. You may create a new ad or make minor adjustments - its up to you as the advertiser. You will have the opportunity to make changes and request one additional proof. Upon receiving your 2nd revised proof, you may make additional changes, but will be charged \$50 for an additional proof.

Graphic & Image Requirements:

Color: 4-color CMYK.

File Type, Size & Resolution: Please submit high resolution images/logos in jpg, tiff, eps, or PDFs that are no smaller than 3" x 2". Your images must be at least **300 dpi resolution**. Please label your images - Main Photo, P2, P3 etc. *We do not accept images copied from the web for print.*

Copy Requirements:

Upon signing and returning your contract to Bravo!, you will be sent a text template based on your category. This template is used to write the text portion of your ad. Bravo! reserves the right to edit spelling or grammar errors, but the responsibility of editing text falls on the client. When you receive your proof, you are responsible for proof-reading your text. Bravo! is not responsible for unedited errors if the client signs off on the proof or if material is received after closing dates.

Fonts: Main Copy - Futura (TI), Headers - ITC Avant Garde Gothic.

Web Listing:

Your listing will appear online within 2 weeks of page approval. Once your listing is live online, you will receive Vendor Upload information. With the vendor upload, you will have the ability to make changes to parts of your online listing at any time as well as upload photos, video & audio and track your own stats. Pages approved during the final weeks of production will be posted online after the guide has been sent to the printer.

Bravo! Layout Templates:

Once your contract has been received, you will be notified by Bravo! production to select a layout and provide your advertising materials - copy, images and logo. Depending on when you receive notification from production, you will have 2-4 weeks to submit your materials. Please note that we will do our best to notify you of approaching deadlines, but it is the responsibility of the advertiser to submit their materials on time.

Event Sales Final Deadline: 7.1.11

Wedding Sales Final Deadline: 9.1.11

1

Category	Main Photo P1 3" x 2.2"	Logo
		Contact Information
	Business Description Approx. Word Count: 275 words	Contact Person Pricing Capacity Amenities • • • • •
		WHAT'S NEW, SPECIALS, TYPES OF EVENTS, ETC. Guest Box: Must include reservation logins. *Use alternate layout if you would like a photo in this space.

Event: Wedding - 2000-2000 Event: Publication & Trade Show

2

Category	Main Photo P1 3" x 2.2"	Logo
		Contact Information
	Business Description Approx. Word Count: 175 words	Contact Person Pricing Capacity Amenities • • • • •
	P2 1.475" x 2"	P3 1.475" x 2" P2+P3= 3" x 2"
		WHAT'S NEW, SPECIALS, TYPES OF EVENTS, ETC. Guest Box: Must include reservation logins. *Use alternate layout if you would like a photo in this space.

Event: Wedding - 2000-2000 Event: Publication & Trade Show

3

Category	Main Photo P 3" x 2.2"	Logo
		Contact Information
	Business Description Approx. Word Count: 175 words	Contact Person Pricing Capacity Amenities • • • • •
	P2 1.525" x 2" P2+P3 =3.05" x 2"	P2 1.525" x 2" P2+P3+P4 =4.6875" x 2"
		P4 1.525" x 2" *If only available in this layout

Event: Wedding - 2000-2000 Event: Publication & Trade Show

4

Category	Header Image <i>Must include business logo</i> 4.6875" x 2.2"
	Business Description Approx. Word Count: 175 words w/ bottom photos 275 words w/out bottom photos
	Contact Info Pricing Capacity Amenities • • • • •
	P2 1.475" x 2" Bottom images are optional
	P3 1.475" x 2" P2+P3= 3" x 2"
	WHAT'S NEW, SPECIALS, TYPES OF EVENTS, ETC. Guest Box: Must include reservation logins. *Use alternate layout if you would like a photo in this space.

Event: Wedding - 2000-2000 Event: Publication & Trade Show

5

Category	Large Header Image <i>Must include business logo</i> 4.6875" x 4"
	Business Description Approx. Word Count: 195
	Contact Info Pricing Capacity Amenities • • • • •

Event: Wedding - 2000-2000 Event: Publication & Trade Show

6

Category	Header Image <i>Must include business logo</i> 4.6875" x 4"
	Business Description Fonts: futura or ITC Avant Garde Gothic 16pt maximum Left aligned, centered, right aligned, justified, etc

Event: Wedding - 2000-2000 Event: Publication & Trade Show

Contact Bravo!

Bravo! Publications
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Lake Oswego, OR 97034

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Toll-free: 1.800.988.9887
Fax: 503.675.1204

BravoWedding.com
BravoEvent.com



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