

Bravo!

Publications & Trade Shows



*Weddings & Events
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.

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.

Resource Guides: But that's not the only tool we use. Bravo! has published the Bravo! Wedding Guide and the Bravo! Event Guide since 1989, effectively presenting our clients to a regional market.

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!

Bravo! | Table of Contents

Bravo! Wedding Guide & BravoWedding.com.....	2-3
Bravo! Event Guide & BravoEvent.com.....	4-5
Additional Web Marketing	6-7
Bravo! Wedding Affairs: Portland & Central Oregon Shows	8-9
Bravo! Live: Showcase of Hospitality & Meeting Industry	10-11
2011 Ad Specifications & Layout Options.....	12-13

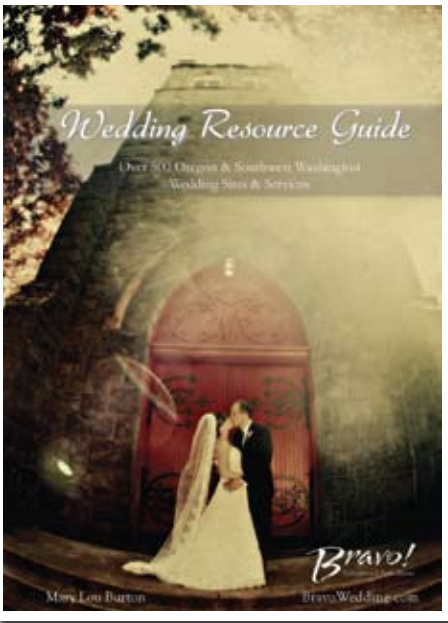
Testimonial

“We have been working with Bravo for many years and couldn’t be happier. We are a vendor at Bravo Live every fall and it is hands down our favorite show. It is often the only opportunity we have to meet some of our corporate clients face to face, and we always have a fantastic time. I’m also very happy with the Wedding Affair trade shows. The brides we meet at these shows are the perfect match for our company and are serious about their planning. We receive numerous leads directly from the Bravo guides and website and recently have been given the opportunity to promote other aspects of our business via the Bravo Blog. The best part about our relationship with Bravo is the fine ladies we work with. They always have our best interest in mind, and are always giving us ideas on how to further promote our business.”

– Susan Truax
Director of Sales
McMenamins



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.

21 years of successfully delivering a valuable resource to brides & grooms has earned Bravo! Publications the position of 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: (must be combined with an advertising package)

A great addition to your advertising package. A full-color premium ad in the Wedding Guide that falls in the front of your choice of category without formatted guidelines giving you full creative license.

PREMIUM AD: \$1,500

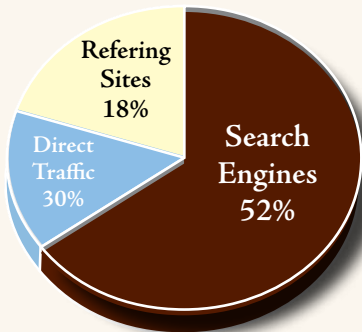


Spread the word...

- Blog • Monthly giveaways • Banner ads & Spotlight vendor
- Video • Photo Tours • Much More

BravoWedding.com
Traffic Source

How our audience finds bravo! online



BravoWedding.com
Average Monthly Online Visits

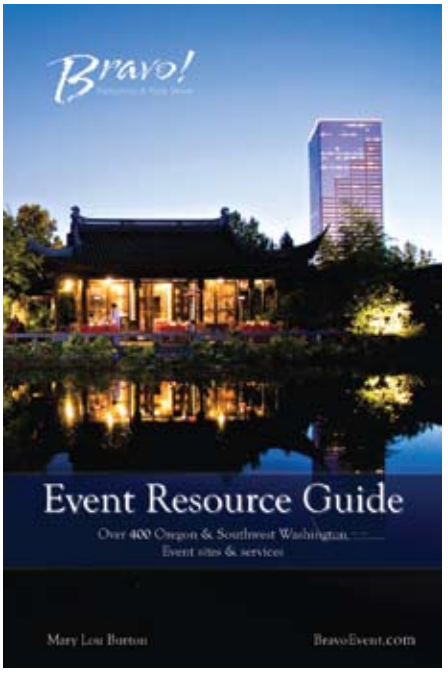
- Unique Visitors: 9,000 - 13,000
- Number of Page Views: 96,401
- Average Page Views Per Visit: 6
- Average Time Spent On BravoWedding.com: 6 min.
- New Visits: 68%

Weddings Per Year (2008)*

- In Oregon: 26,143
- In Washington: 41,643

*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

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

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: (must be combined with an advertising package)

A great addition to your advertising package. A full-color premium ad in the Event Guide that falls in the front of your choice of category without formatted guidelines giving you full creative license.

PREMIUM AD: \$1,500



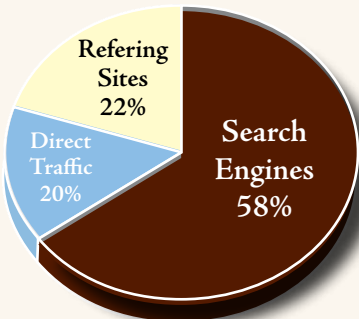
Spread the word...

*Blog • Monthly giveaways • Banner ads & Spotlight vendor
Video • Photo Tours • Much More*

BravoEvent.com

Traffic Source

How our audience finds bravo! online



BravoEvent.com

Average Monthly Online Visits

Unique Visitors: 3,000 - 5,000

Number of Page Views: 7,058

Average Page Views Per Visit: 5

Average Time Spent On

BravoEvent.com: 7 min.

New Visits: 75%

Bravo! | Web Marketing - Wedding

Web Features →

1. FEATURED VIDEOS:
Rotate throughout the site
2. BANNER ADS:
Rotate throughout the site
3. CLIENT SPOTLIGHT
4. BRAVO! WEDDING BLOG
5. BRAVO! GIVEAWAY
6. REGIONAL SEARCH:
Oregon & Western Washington



Client Web Listings ↓



Client Web Page ↓



Client Web Features ↗

1. FULL BUSINESS LISTING:
Mirrors the Wedding Guide with direct links to your website & email.
2. PHOTO TOUR:
Load up to twenty photos to give visitors a preview of your business.
3. VIDEO:
Showcase your venue or service with a video linked to your web listing.
4. BRAVO PAGE:
PDF of your page from the guide.
5. FAVORITE:
Brides, Grooms can select favorite vendors & share on Facebook.
6. SOCIAL NETWORKING:
Direct links to your Facebook & Twitter accounts.
7. MP3 AUDIO SAMPLE:
Provide visitors with a sample of your music. *Not shown.

Bravo! | Web Marketing - Event



← Web Features

1. FEATURED VIDEOS:
Rotate throughout the site
2. BANNER ADS:
Rotate throughout the site
3. CLIENT SPOTLIGHT
4. BRAVO! EVENT BLOG
5. BRAVO! GIVEAWAY
6. REGIONAL SEARCH:
Oregon & Western Washington

Client Web Listings ↓

Client Web Page ↓



1. FULL BUSINESS LISTING:
Mirrors the Wedding Guide with direct links to your website & email.
2. PHOTO TOUR:
Load up to twenty photos to give visitors a preview of your business.
3. VIDEO:
Showcase your venue or service with a video linked to your web listing.
4. BRAVO! PAGE:
PDF of your page from the guide.



Client Web Features

5. FAVORITE:
Brides, Grooms can select favorite vendors & share on Facebook.
6. SOCIAL NETWORKING:
Direct links to your Facebook & Twitter accounts.
7. MP3 AUDIO SAMPLE:
Provide visitors with a sample of your music. *Not shown.

Bravo! | Wedding Affair

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 Affairs are 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.



Watch the November 2009
Wedding Affair highlight video
<http://www.vimeo.com/8066276>

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



Watch 2010 The Central Oregon Wedding
Affair highlight video
<http://vimeo.com/8745572>

Bravo! Wedding Affair The 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

"...just a little thank you for the great show! Just this morning, we booked three weddings from the Wedding Affair! All three loved the tables and the show!"

– Linda Barclay
Barclay Event Rental



Central Oregon Wedding Affair

Dates & Pricing

January 22nd, 2011
at Sunriver Resort in the
Great Hall, Sunriver Oregon



Participation in the Central Oregon
Wedding Affair: \$695
- Includes a listing on
BravoCentralOregonWedding.com
& in the show program



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

Portland Wedding Affair

Dates & Pricing

November 21st, 2010 at the Embassy
Suites Hotel Downtown



February 6th, 2011 at the Embassy
Suites Hotel Downtown



Participation in the Portland
Wedding Affair: \$895
- Includes listing in show program &
BravoWedding.com/weddingaffair



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



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.



Watch the Bravo! Live highlight video
<http://ambientsky.blogspot.com/2010/01/bravo-live-showcase-promotional-video.html>

Profile of Exhibitors

Caterers
Convention/Exhibit Facilities
Design & Decor
Entertainment
Event 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.

Bravo! Live
2010

October 20th
From 11 a.m. to 5 p.m.
at the 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 and Event Guide advertisers.

Bravo! Live Statistics

Number of booths: 170

Number of attendees: 1,500 - 1,800

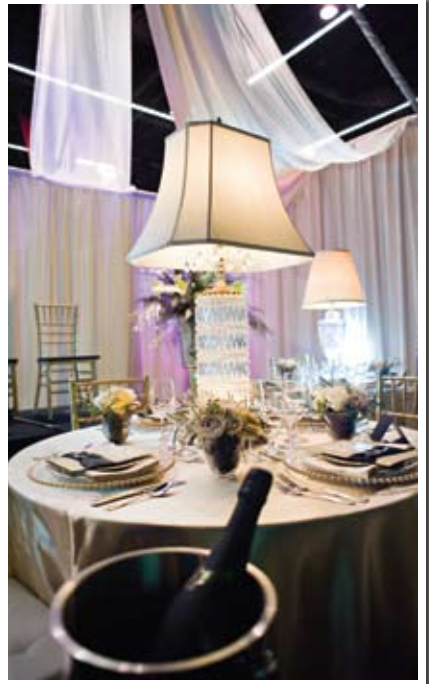
Did You Know?

- 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 Testimonial

“Thank you so much for your support during the Portland 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 2010 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.

Size & resolution: Please submit images that are no smaller than 4" wide, and 300 dpi. (Logos may be 3" wide). (* We cannot accept web images for print.)

Bravo! will adjust the size to fit our format. If you would like to use only a portion of a photo, you must crop it in advance.

Copy Requirements:

Upon signing and returning your contract to Bravo!, you will be sent a text template based on your category. This template is to be 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.**

Approximate Word Count: 250 words (without a bottom image).

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

Web Listing:

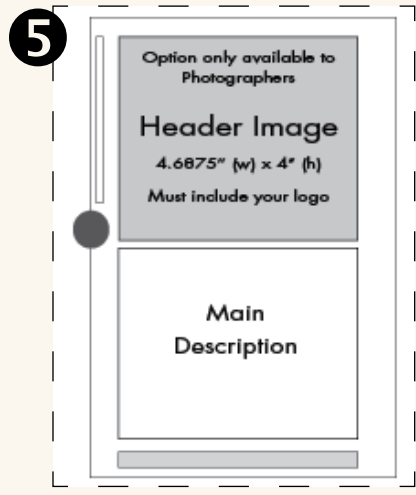
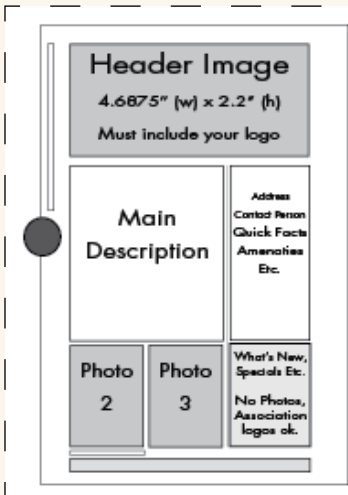
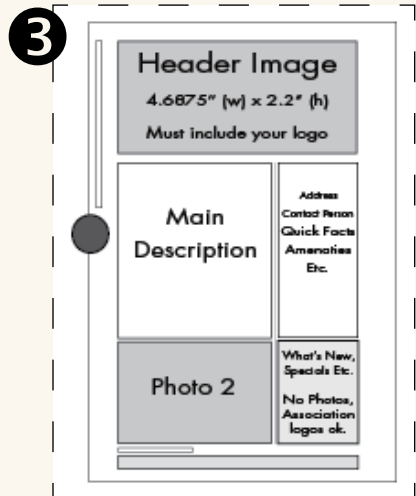
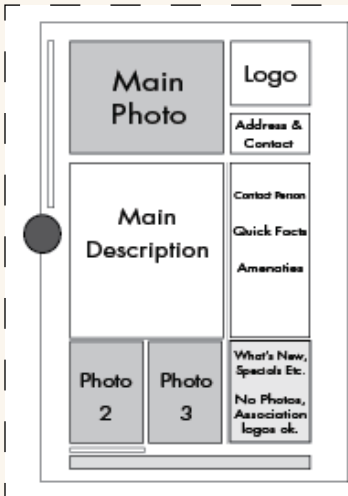
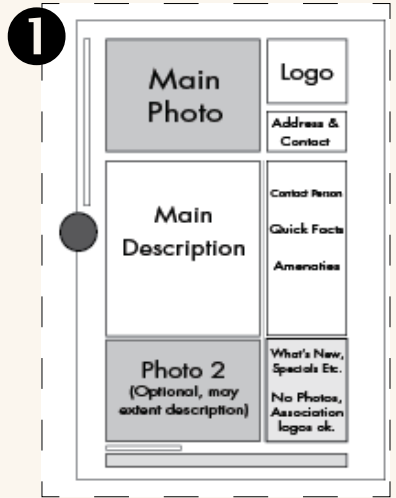
Your listing will appear online within 2 weeks of page approval. Once your listing is live online, you will receive Vendor Upload information. With the vendor upload, you will have the ability to make changes to parts of your online listing at any time as well as upload photos, video & audio and track 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: **8.20.10**

Wedding Sales Final Deadline: **10.29.10**



Contact Bravo!

Bravo! Publications
630 B. Avenue Suite 205
Lake Oswego, OR 97034

Phone: 503.675.1380
Toll-free: 1.800.988.9887
Fax: 503.675.1204

BravoWedding.com
BravoEvent.com
BravoCentralOregonWedding.com



Advertising Questions...

Jen@bravoportland.com
Kate@bravoportland.com

Production Questions...

Jodie@bravoportland.com

Follow Us...

Facebook:
BravoWeddingandEvent

Twitter:
Bravopub