

The first issue of *Meridian Bridal Directory* will be published this fall. *Meridian Bridal Directory* will become the second bridal magazine published by Litho Publishing Company, which has published Tuscaloosa Bridal Directory since 1988 (fifteen years). We are also affiliated with Bridal Directory publications in Birmingham, Huntsville, Montgomery & Mobile, Alabama and Pensacola, Florida. A copy of Tuscaloosa Bridal Directory is enclosed for your review. We expect *Meridian Bridal Directory* to be very similar in terms of size, content, organization and the general "look" of the magazine.

We also have a Meridian connection. I was born there in 1959 and my wife, Beth Bates Andrews is from Butler, Alabama. For her, Meridian represented the shopping universe for the first half of her life. For her family who continue to live in Butler, this remains so.

Meridian Bridal Directory will provide brides-to-be and their families with helpful information in a well organized and well presented format that will make it a "must have" and frequently referenced publication for Meridian brides. The size is designed to fit into a purse or glove compartment of a car. It is a research tool, a ready reference tool, a shopping tool and a fantastic lead source to connect Meridian brides with Meridian merchants & service providers.

Distribution of *Meridian Bridal Directory* will be through direct mail, retail racks, hotels & motels, restaurants, bank branches, area colleges, area courthouses and at Bridal Fairs and similar events. Additional distribution will be secured through the web sites: www.MeridianBride.com and www.MeridianBridalDirectory.com.

These web sites will allow the shopper to order a copy of the publication, download a print version via a PDF file, or view contents of the publication on-line. The site will also allow brides to register on-line. Both sites will be well registered on search engines.

The *Meridian Bridal Directory* represents an outstanding advertising vehicle. The full page, full color ad costs as little as \$34.62 a week. This of course, compares favorably with any alternative quality, targeted advertising vehicle. To make the investment "no risk", advertisers are provided with a monthly lead list- delivered them either my mail or e-mail, complete with the name, address, telephone number, e-mail address and wedding date. There is a price point for every business.

To reserve advertising space in the upcoming issue, or to schedule an appointment, at your convenience, to discuss questions you may have, call us at 205-910-1282 or e-mail us at bridal@LithoPublishing.com. We look forward to meeting you; learning more about your business, and bringing this service to Meridian, Mississippi!

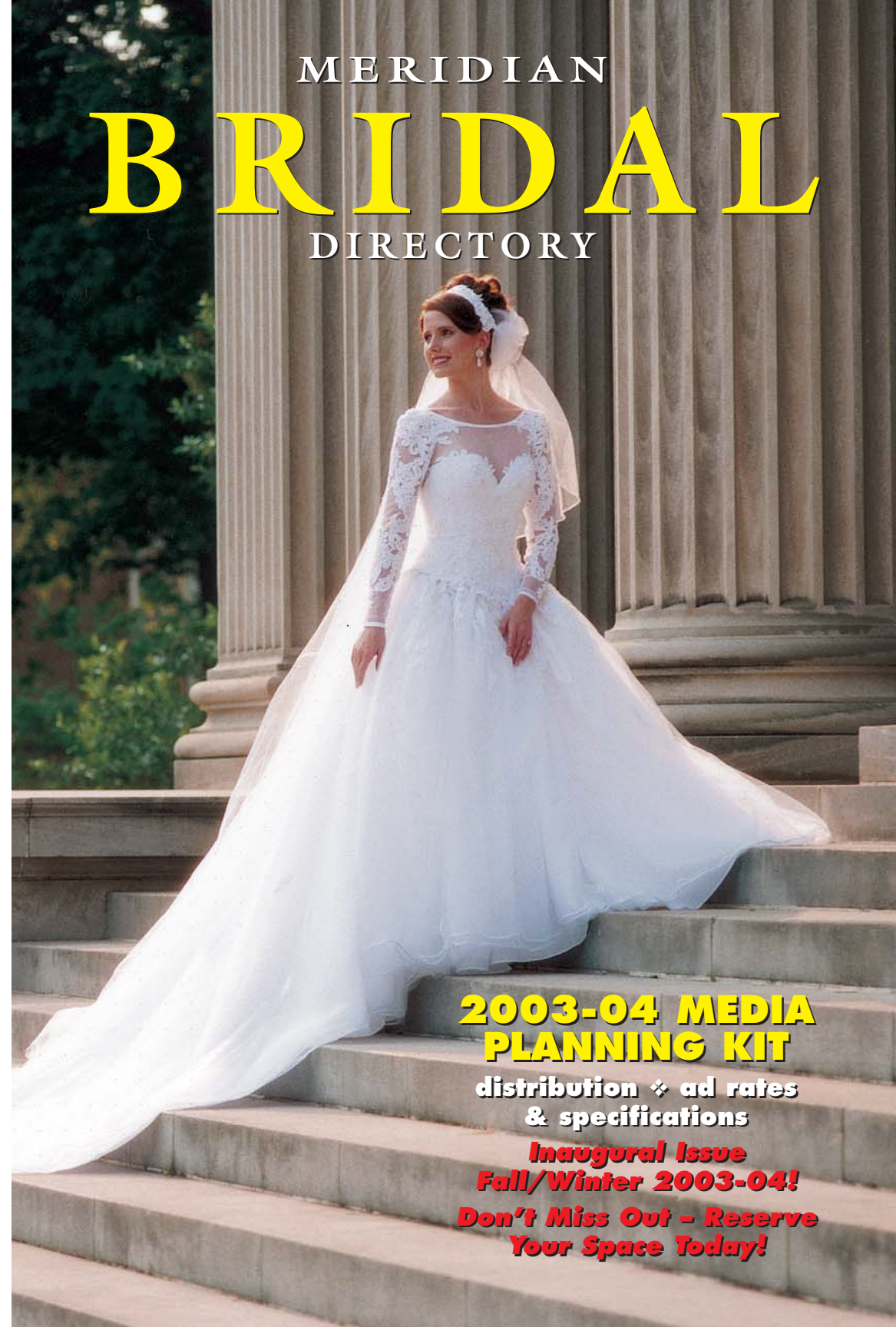
Sincerely yours,
James S. Andrews, Publisher



Meridian Bridal Directory
P. O.Box 530892
Birmingham; AL 35253
(205) 910-1282

www.MeridianBridalDirectory.com • www.MeridianBride.com

MERIDIAN BRIDAL DIRECTORY



**2003-04 MEDIA
PLANNING KIT**

**distribution ❖ ad rates
& specifications**

**Inaugural Issue
Fall/Winter 2003-04!
Don't Miss Out - Reserve
Your Space Today!**

MERIDIAN
BRIDAL
DIRECTORY

The Meridian Bridal Directory provides useful information to prospective Brides and Grooms. The directory will be distributed free and filled with information and editorials concerning the planning of all wedding activities.

DISTRIBUTION

The *Meridian Bridal Directory* is published twice a year with a Spring/Summer edition and a Fall/Winter Edition. It is a free publication distributed to Brides through direct mail, advertisers, and retail stores.

ISSUE AND CLOSING DATES

■ **Fall/Winter Edition**

Space Reservation: August 1
Deadline for Electronic Art: August 15
Circulation: mid-September through mid-March

■ **Spring/Summer Edition**

Space Reservation: February 1
Deadline for Electronic Art: March 15
Circulation: mid-March through mid-September

SPECIFICATIONS

Printed offset. Display advertising must be electronically prepared in proportion to space requirements listed above. Layout and design services including photography, typesetting, and illustrations are available if desired with proofs for client approval. Rates quoted upon request.

Preferred Positioning business reply cards; and other special situations quoted upon request.

Space Reservation Fee of 20% of the advertising rate is due upon receipt of the signed contract with the balance due 10 days after publication.

Rates are Net figures. Agency commission will be over and above these rates.

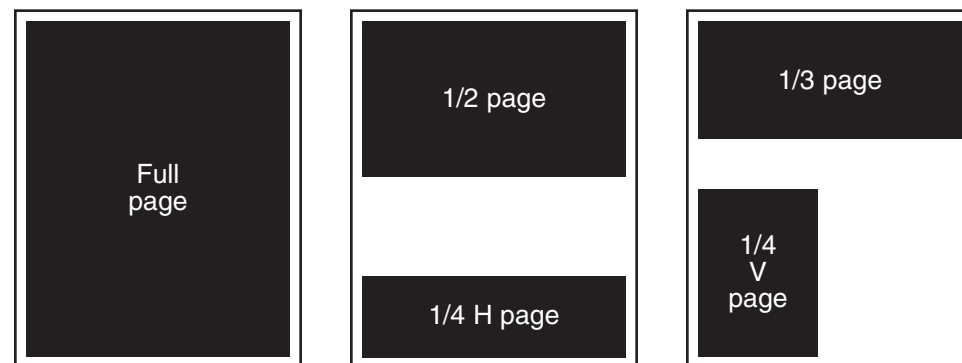
www.LithoPublishing.com

SPACE RATES

Black & White		Spot Color	
Ad Size	1x	2x	Add \$100 for each spot color specified
	(6 month)	(12 month)	
Full page	\$800 (\$135/mo.)	\$720 (\$121/mo.)	
Half page	\$575 (\$96/mo.)	\$525 (\$87.50/mo.)	
Quarter page	\$375 (\$62.50/mo.)	\$350 (\$58.50/mo.)	
			Directory Listings
			1x (6 month)
			2x (12 month)
			\$150 (\$25/mo)
			\$120 (\$20/mo)
Full Color		1st Listing/Free to Advertisers	
Ad Size	1x	2x	Each additional listing \$50
	(6 month)	(12 month)	Each additional line in listing \$25
Full page	\$1050 (\$175/mo.)	\$900 (\$150/mo.)	
Half page	\$850 (\$142/mo.)	\$725 (\$122/mo.)	

MECHANICAL REQUIREMENTS

Trim Size: 6" x 8-3/4"



Standard Ad Sizes

Full page no bleed	5-1/4" x 8"
Full page with bleed.....	6-1/8" x 9"
1/2 page	5-1/4" x 4"
1/3 page.....	5-1/4" x 2-3/4"
1/4 page (horizontal).....	5-1/4" x 2"
1/4 page (vertical).....	2-5/8" x 4"

Please send all contracts; correspondence, copy to:

Jim Andrews

Meridian Bridal Directory

P. O.Box 530892 • Birmingham; AL 35253

(205) 910-1282

email: bridal@lithopublishing.com