



*TopWeddingPro.com*TM

2011 Media Kit

A woman with long brown hair, wearing a white sleeveless top and white pants, is sitting on a dark beach. She is looking down at a black laptop computer that is open on her lap. Her hair is blowing in the wind. The background shows the ocean waves.

8 out of 10
brides use the
Internet to plan
their wedding
(theweddingreport.com).

Reach them for less
than **55 cents a**
day with a dazzling
member ad on
TopWeddingPro.com.



January 1, 2011

Dear Wedding Professional,

Thank you for your interest in TopWeddingPro.com™, the future of wedding advertising™. 2,232,615 US couples will be married this year. 81% of them will plan their wedding online (Source: theweddingreport.com). Let us help you reach this ready market in a way that is EASY, AFFORDABLE, and ALL-INCLUSIVE.

Easy. Make your ad pop and keep it updated—it's easy! Post weekly specials with printable coupons, adorn photos of your best merchandise with captions and prices, replace items as they sell, showcase this weekend's menu ... use your imagination to make your business shine. Engaged couples "buy with their eyes" so Platinum Member ads include 48 large photos that are enlargeable to almost full screen size. Choose the right photos and capture your customers in the blink of an eye—in those decisive first 2 seconds.

Affordable. Online advertising is not only the most effective, it is also the most affordable. The "Old Media Model" focused on charging high advertising rates to a few large wedding companies. A full-page ad in some national wedding magazines, for example, is more than \$180,000 per year—that's 900 years of our Platinum Membership!

Our ads work for you 24 hours a day, 365 days a year for a low annual membership—just \$100/year for Gold or \$200/year for Platinum. For a limited time, take advantage of our \$300 Platinum Special—50% off your second year when you buy 2 years of the Platinum Membership by December 31, 2011. Join by April 30, 2011 and receive a free ad tile for one full year in the city or category of your choice. For details, visit TopWeddingPro.com/advertise.

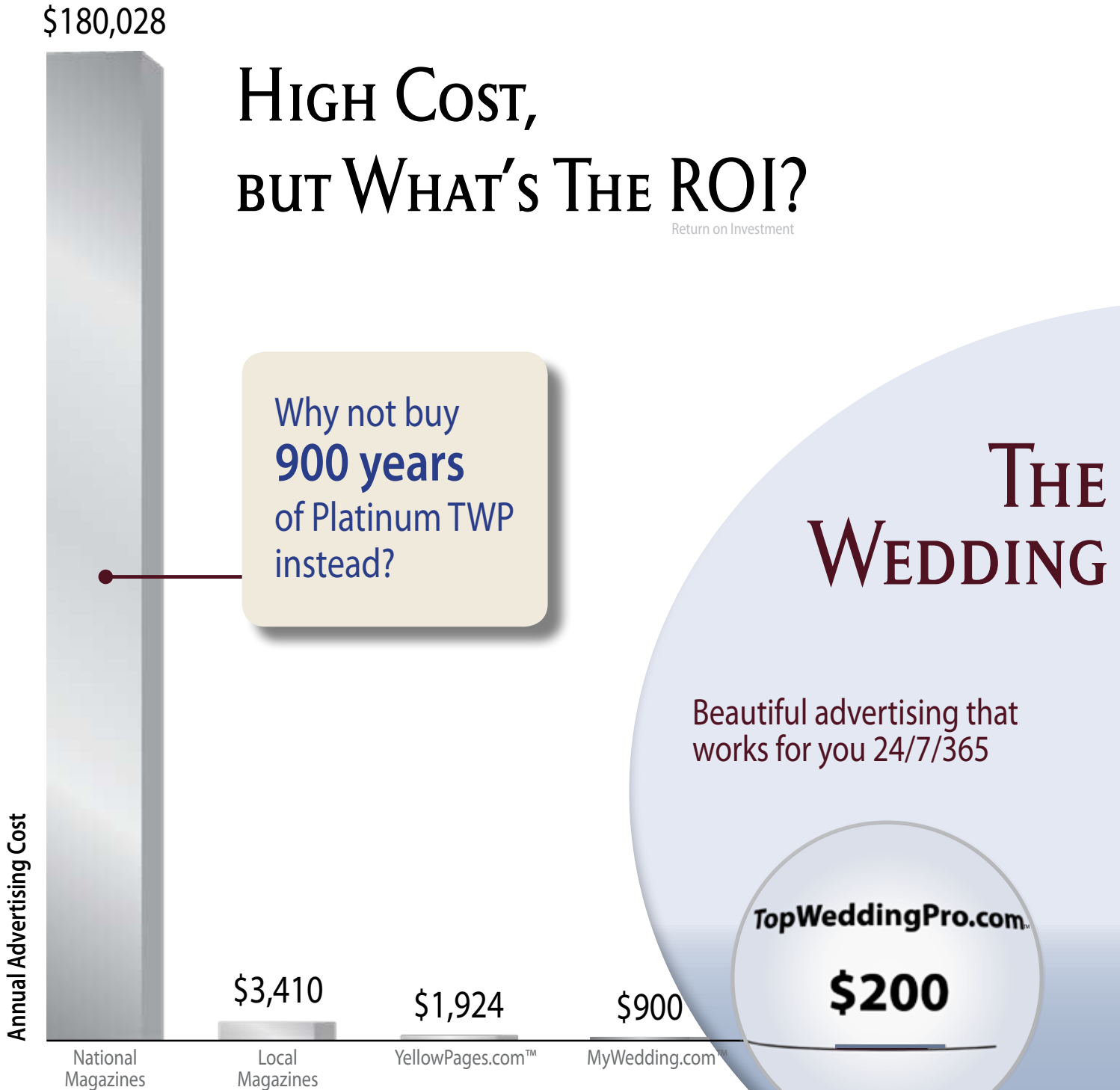
All-Inclusive. Over 90% of US wedding companies fit in the small business category (TWP Wedsurfer™ database). TopWeddingPro.com™ is devoted to helping *all* wedding professionals profit from the tremendous potential of the Internet. Our elegant and consistent format reduces information clutter and makes it easy for busy couples to find you.

You're invited to join our online wedding community. The team at TopWeddingPro.com™ looks forward to promoting you and your business. Thanks again for your interest.

With warmest regards,

The TopWeddingPro.comSM Team

THE OLD MEDIA MODEL:



All numbers reflect 2010 rates.

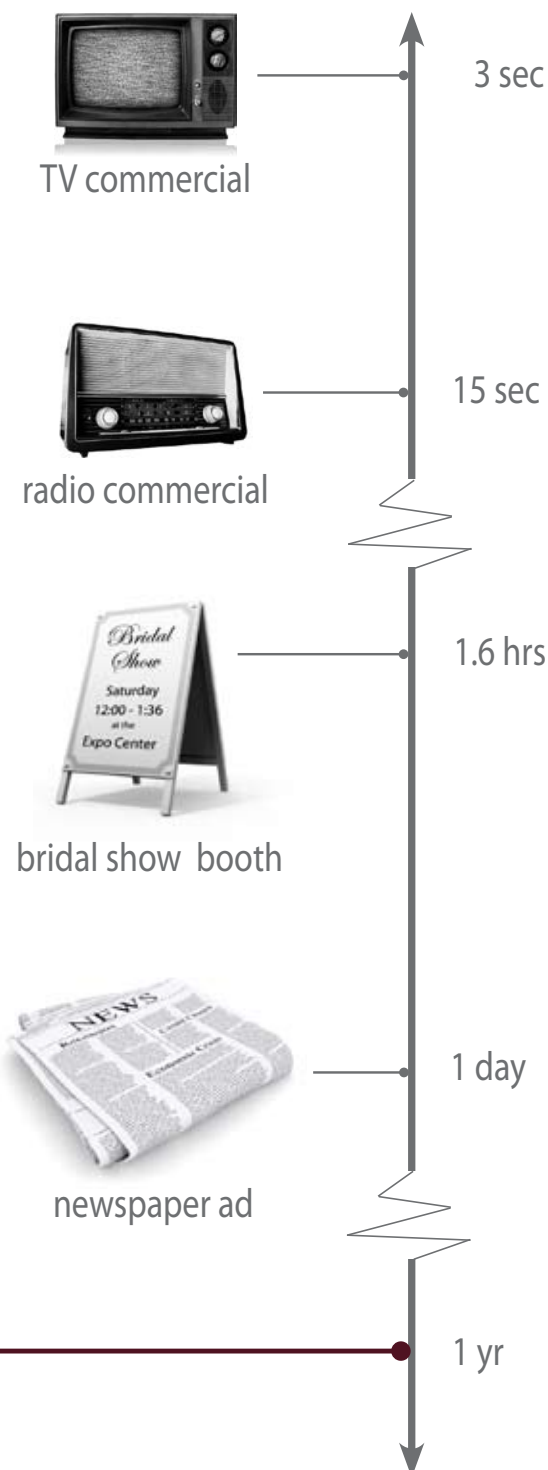
Magazine rates: full-page ad with frequency discounts applied. YellowPages.com™ rates: Platinum Package for US cities with population >300,000 as of 2000 US Census.

EXPENSIVE AND HIGH-RISK

\$200 Buys 1 OF THESE LOCAL ADS

FUTURE OF ADVERTISING™

full-page web ad and listing
Platinum Membership depicted



Source for television, radio, and newspaper rates: www.gaebler.com
Average booth rate of \$500 at a local (4-hour) bridal show calculated from a sample of rates advertised online.

THE FUTURE OF

GREATER ONLINE PRESENCE

Home Page

TopWeddingPro.com
ALL THE BEST WEDDING PROS. ALL ON ONE SITE™

Welcome to TWP! Wedsurf™ your way to your dream wedding!
2.8 million wedding companies and growing.

The Future of Wedding Advertising™
Making it easy for engaged couples to find the best wedding professionals

44,381 florists
580,971 caterers & restaurants
61,344 reception sites
26,109 cake designers
16,940 photographers

Log In Sign Up Advertise Feedback

1. Search



TWP Wedsurfer™

With over 2.8 million wedding professionals in our Wedsurfer™ database, TWP is the largest wedding website in America.

Search Listing

Couples click your listing to go directly to your full-page ad.

Tile Ad

Banner Ad

THE FUTURE OF WEDDING ADVERTISING™

Ads that are...

1. Elegant & consistent
2. Easy & customizable
3. Affordable
4. Working for you 24/7/365
5. High traffic
6. Easily trackable—high ROI
7. Helping *all* wedding pros profit from the tremendous potential of the Internet

Listings Page

TopWeddingPro.com
ALL THE BEST WEDDING PROS. ALL ON ONE SITE™

Showing 23-25 of 263 results

2. Browse

Wedding Day Photography (800) 555-1357
We specialize in capturing the romance and elegance of your special day. Ask us about on-site and website options.

Wedding Imaging (800) 555-6789
Your photography should tell the longest lasting story you make about your wedding day. Choose quality.

The Wedding Photographers (800) 555-1234
Let us capture the moments of your special occasion. We customize you to fit your budget.

Your Wedding Memories
Relive your wedding memories again and again with a classic album or a personalized photo book.

Your Wedding Photography (800) 555-1928
Whether you prefer a photojournalist approach, posed photos, or a combination of both, we photograph your wedding in the right way for you.

Log In Sign Up Advertise Feedback

Trackable ROI—Check your page views

WEDDING ADVERTISING™



GREATER SALES

81%*

of couples plan their wedding online. Are they hearing about YOU?

LONG
MARRIAGE

At-a-Glance Intro

Key company info, links, and an availability calendar—all in an elegant and consistent format that appeals to engaged couples.

48-Photo Slideshow

Enlargeable to almost full screen because brides “buy with their eyes.”

In-Depth Info for Interested Couples

Create, market test, and edit your ad. Promote sales events, new merchandise, a new menu ... it's easy.

TopWeddingPro.com
ALL THE BEST WEDDING PROS, ALL ON ONE SITE™

Log In Sign Up Advertise Feedback

Back to Results

THE WEDDING PHOTOGRAPHERS

★★★★★

SLIDESHOW AVAILABILITY MAP

Global, Insurance, Payment, Print, Social

000 Ala Moana Blvd.
Honolulu, HI 96813
Telephone: (800) 555-1234
Fax: (800) 555-6789
Hours: 8am-5pm M-Th
8am-9pm F-Sun
Serving the Hawaiian Islands

Established: 1980
Budget Range: medium-high
Events/Day: 1
Events/Year: 200
Book by... 1 yr

Capture the moments of your special occasion with high-quality photography. Wedding pictures will likely be the photographs you view the most in your lifetime, so invest in quality photographers from The Wedding Photographers. We offer a variety of packages with the ability to customize. We can photograph your rehearsal, rehearsal dinner, preparation, ceremony, and reception. Formal portraits can be taken at the ceremony location and/or at your choice of site. Whether you prefer prints compiled into an album, seamlessly-designed album pages, or an all-digital package, The Wedding Photographers have your favorite option. Please mention that you found us on TopWeddingPro.com™.

We accept:

VENDOR INTERVIEW REVIEWS PRICING CONTRACT(S) OTHER

VENDOR INTERVIEW

- Do you offer customizable packages?**
Yes, you can either select one of the existing packages or create your custom package using the a-la-carte list. See the "Pricing" tab for details.
- How many hours are you usually present? How much are overtime charges?**
Our wedding photography service typically includes 4 hours on the day of your wedding. Overtime charge is \$100 per hour. However, we can work with you to create a custom photography package.
- How long before the ceremony will you arrive?**
Your wedding photographer(s) will arrive one hour prior to the ceremony to capture preparation and posed photos of the wedding party.
- Will you visit the ceremony and reception location(s) prior to the wedding day?**
Yes, in order to provide you will optimal lighting and backgrounds and to efficiently photograph all parts of the wedding, our photographers arrange to visit the site with you approximately one week before your big day.

©2009 TopWeddingPro.com™. TopWeddingPro.com™ cannot verify the credibility of companies advertising on our site. Therefore, visitors to this site must use discretion in choosing a vendor. TopWeddingPro.com™ is an equal opportunity advertiser.

Full-Page Platinum Ad

and other stats daily or even hourly!

3. I love this vendor!

*Source: theweddingreport.com

TopWeddingPro.com™

ALL THE BEST WEDDING PROS, ALL ON ONE SITE™



Engage the Engaged™

with easy, affordable, 24/7 advertising

\$300 PLATINUM SPECIAL



50% OFF your 2nd year

when you buy 2 years of the Platinum Membership by December 31, 2011

FREE Rotating Ad Tile*

for one full year
in the city or
category of your
choice when
you buy the TWP
Platinum Special
by April 30, 2011

Become a Special Charter Platinum Member

and lock in your low \$150/year rate until December 31, 2016. Save \$250 over 5 years

*Rotating ad tile placement will be random within the city or category of your choice. All tile ads include a \$50 fee for one hour of professional design consultation.

Platinum Membership

48 photos, top listing, availability calendar



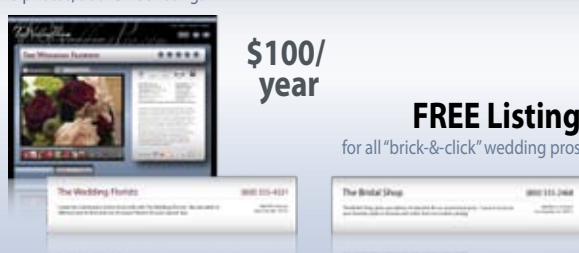
Become a Special
Charter Platinum Member
2 years for \$300

Regularly \$200/year

81%*
of couples plan
their wedding
online. Are they
hearing about
YOU?

Gold Membership

8 photos, above free listings



**\$100/
year**

FREE Listing

for all "brick-&-click" wedding pros

TWP ADVERTISING MEMBERSHIPS

	MEMBERSHIP FEATURES	PLATINUM	GOLD	FREE LISTING
LISTING FEATURES	Key company info	✓	✓	✓
	2-line company description	✓	✓	✓
	Link to member ad	✓	✓	
	Link to vendor website	✓		
	Email vendor in one click	✓		
	Ratings, link to reviews	✓		
	Company logo/image	✓		
	Improved search engine ranking	✓		
MEMBER AD FEATURES	Key company info	✓	✓	
	Quick company stats	✓	✓	
	Company description	✓	✓	
	Map of vendor location	✓	✓	
	Link to vendor website	✓	✓	
	Email vendor in one click	✓	✓	
	Email a friend in one click	✓	✓	
	Favorite vendor button	✓	✓	
	Vendor Interview	✓	✓	
	Detailed reviews and ratings	✓	✓	
	Improved SEO/rankings	✓	✓	
	Slideshow with enlargeable pics	✓	✓	
	8 captioned photos	✓	✓	
	40 additional captioned photos	✓		
	Availability calendar	✓		
3 additional tabs for in-depth info	✓			
AWARD	TopWeddingPro.com™ Awards \$100 entry fee waived	✓	✓	

*Source: theweddingreport.com

FREE Advertising Services

You pay to use the webspace and the wedding ad software. We promote you and your business for free.

81%*
of couples plan
their wedding
online. Are they
hearing about
YOU?



HIGH PROFILE ADVERTISING

Let TopWeddingPro.com™ pay for your expensive advertising. With our ads on Facebook™, Google™, MySpace™, YellowPages.com™, YouTube™, and smartphone/mobile advertising—e.g., Jumtap™, TWP drives traffic to your ad. High profile advertising ...for free.



RECOGNIZING EXCELLENCE

TopWeddingPro.com™ recognizes excellence in the wedding industry with national and state awards. The first annual TopWeddingPro.com™ award competition begins at 12:00:01 a.m. on January 1, 2011. Local awards for cities larger than 50,000 are scheduled to begin in 2012. Winners from each category will be selected based on all submitted customer ratings. For more details, please visit TopWeddingPro.com/awards.



Ask about how a TopWeddingPro.com™ ad automatically improves your own website's Google™ ranking. Search engine optimization: yet another important member service from TopWeddingPro.com™.

*Source: theweddingreport.com

You're invited to join the online wedding community at TopWeddingPro.com/advertise or 1 (877) 4-WED-PRO