

User Manual

*A step-by-step
guide to
creating your
on-line
advertisement.*



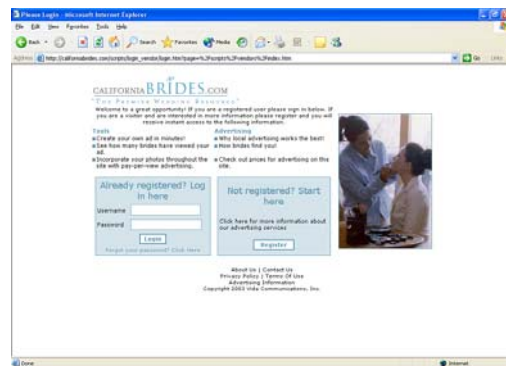
Introduction

We understand that your time is precious and that you have a myriad of options on which to spend your advertising dollars. This user's manual is designed to help you create your account, create an online advertisement, and manage your ad effectively and efficiently. Ultimately, we want to help you book more brides!

Getting Started

Registration

1. Begin by clicking on the link at the very bottom of the home page that reads "Advertising Information."
2. If you have already registered, you may log in using your username and password. If you have not registered, click on the "Register" button.
3. Enter a user name and password. Your user name and password must be more than six characters long.
4. Once registered, you will be able to select your specific package and setup the remainder of your account.



Selecting Your Package

Carefully choose the advertising package that will work best for you. Once you have decided on a package, check the round radio button next to your chosen ad and press "Save" at the bottom of the page.

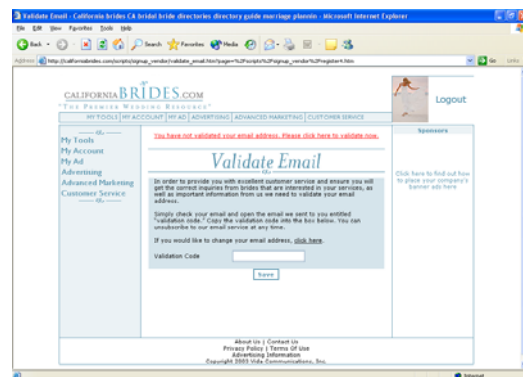
Creating Your Account

Simply fill in the appropriate information about you and your company. Click "Save."

Validating Your E-mail

To ensure that planning couples can contact you effectively, we ask you to validate your email address. You will also receive important account information from us via this email address. You can unsubscribe to our email service at any time.

To Validate: An email validation code will be sent to your email address. You will need to enter the exact code into the field on this page.



Creating Your Advertisement

Set Up

Setting up your ad is very easy, but it will take some advance preparation on your part. You will want to gather the following items:

- o Electronic version of your logo (.gif or .jpg file format)
- o Pictures of your work/service to be included
- o Text description of your product/service
- o Company tag line (GOLD package or above)
- o Member Benefit Offer (MBO) This is the special promotion that you would like to offer couples on the web site. (i.e. "Mention this ad and receive a free 11x14 with signed contract")

Inserting Your Logo

Press the "Browse" button and locate your logo on your computer. Your logo will be automatically resized to fit your ad.

The Preview Photo

The preview photo is a small thumbnail that will be located next to your name on the main directory of vendors in your category. Select "Browse" and repeat the same procedure as above.

Images

The number of images that you are allowed depends on the package that you chose. Choose the image that you would like to use by doing the "Browse" function again. The title and description directly below the browse field will not appear in your ad, but it will appear when a bride saves your images to her scrapbook or e-mails it to a friend. You may wish to use this as a way to remind brides of where the picture came from. For example, the title may be "Lace Trim by Everything Bridal" and the description may be "A fine gown from our summer line."

Note: The images will once again be automatically resized to fit your ad or you may wish to resize your pictures before uploading them so that they do not take as long. Maximum picture size is 1MB (1,000,000 bytes). However, if you have 5, 1MB pictures, it will take a very long time to upload and may time out. This may cause you to lose all your work.

Text

Once you have inserted your images, you will insert your text. It is best if you type your text description in a word processing program first so that you can check it for spelling and grammar errors. You may paste your text into the text field by using the copy and paste functions. (Highlight the text that you want to copy, select Edit>Copy and then move to where you want to paste the item and select Edit>Paste in your browser.)

Tagline and Member Benefit Offer (MBO)

Insert your Tagline (i.e. "Creating the Day you Deserve") and the Member Benefit Offer (i.e. "Mention this ad and receive a free 11x14 with signed contract"). This applies to Gold packages and above.

Saving Your Ad

Once you have completed all steps, press save once to view your ad. This process may take a few moments depending on your connection speed and the number of photos you are including.

Note: *DO NOT* press save more than once—doing so may cause your pictures to not be saved. The process may take a few minutes, but it is working. We recommend that you save multiple times if you are uploading large pictures instead of saving all at once. You can select one picture, edit the text and press save. On the next screen (preview screen), all you have to do is press “Make Changes” and you can go back and upload the second picture. This is also recommended if you have a slow connection to the Internet to avoid losing your work.

Advanced Marketing

Marketing Campaign (E-mail Responses) — Platinum Package and above

Leads from brides are worthless unless you have a plan to book them! Your *Marketing Campaign Manager* will help you keep track of your progress in your eventual goal to book the bride. Your Manager will help you write effective sales emails to brides and keep track of what you have sent to them.

Email #1: This is your first campaign email. Set up these emails to help you manage your information requests. Keep track of brides who have requested information and what you have sent to them. This is the email which will be automatically sent when you press the button to respond to an information request under the campaign manager. We have filled out a sample email that you should change to meet your needs.

Email #2: This is your second campaign email.

Email #3: This is your third campaign email.

An example of how to use your campaign emails might look like this:

Email #1:	Description of service, prices, and packages
Email #2:	Sample contract
Email #3:	General follow-up

Campaign Manager /Information Requests — Platinum Package and above

The campaign manager allows you to manage the information requests that you receive. If you have set up your email responses, you may send the couple your standard email response by selecting one of the numbered graphics. You may send them a brand new, personal email by clicking the new email icon or you can record if you have booked the couple by clicking on the “Happy Face.” Click on the “X” to delete them from your list of prospects.

Banner Ad Creation

A banner ad is a small image that appears on the right side of the web site. The banner ad increases traffic to your advertisement or your web site. They are priced on a pay-per-display system. Each time your banner is displayed, a specified amount of money will be deducted from your advertising balance. See web site for current rates.

To Create:

You have two different options for creating your company’s banner ad.

1. Upload your own, already finished banner ad as a .gif or .jpg file. The image dimensions should be 145 pixels wide by 109 high. Browse to where you have the image stored, complete the link that you want the banner to link to, (this should be a complete web address for your web page (ex: <http://www.mycompany.com>) or you may click the “My Ad” checkbox to have the ad go directly to your ad when someone clicks on it), add the title, a description, and choose whether you are advertising to couples or other vendors. Press save.

2. The second way to create your banner is by using our banner template. You can fill in the text, choose the font sizes and colors, and save it.

Once you have created your banner, you can monitor the number of times that it is viewed. You may also create additional banner ads at any time. *Please note that we do not allow you to delete your banner ad once it has appeared and you cannot change the running date. You can disable the banner at any time.*

Submit an Article

We recognize that you are experienced professionals with information to share. We are happy to publish articles that you would like to post on the web site. Please view the following guidelines for writing an article.

- Make sure the article is interesting, informative, and unbiased.
- Refrain from "selling your business" during the article.
- Include interviews with brides or other outside sources.
- You may sign the article and list your business and we will link your name to your ad.
- Make sure that spelling and grammar have been thoroughly checked.
- All articles are subject to approval.
- YOU MUST HAVE RIGHTS TO THE ARTICLE. No unauthorized reproduction of copyrighted material will be posted on the web site.

You may submit an article at anytime free of charge. This is a great way to increase exposure and demonstrate your expertise.

Add Photos to Idea Center Photo Album — *Gold Package and above*

In the Idea Center, brides have the ability to search through vendors Photo Albums. Your membership allows you to add up to 5 photos in these albums. Each photo includes a title and description.

For example, if you make wedding cakes you may want to upload 5 of your most popular cakes. The title would be "Your Business Name" and the description would be the "Name of the Cake." Each title will be linked to your advertisement to give you even more exposure.

Newsletter Sponsorship

Each week we send out a newsletter to brides on our mailing list. If you would like to feature your business in our newsletter, you may sponsor an article. You will choose a date to sponsor and we will include an article appropriate for your type of business. The newsletter sponsorship is a reasonably-priced marketing program to target all of the registered brides in your state. See web site for current rates.

To Schedule Your Sponsorship:

Click on the "View" button to sponsor the newsletter of your choice. Once you click "Sponsor," you may enter your message. Once again, messages are subject to approval and editing; however, we try to be as flexible as possible. You may wish to advertise a special promotion for your services or other special. A link to your company will be sent to our brides list with the newsletter.

My Tools

This section allows you to check your requests and also allows you to access the couples lead list. (This option may not be enabled depending on the advertising package you selected.)

To Search Brides List:

Select the criteria by which you would like to search . You will see the list of couples that have registered on our site. The vendor-codes to the right of each entry represent the type of service that the registrant desires more information about.

Adding Funds to Your Account

Funds are used for banner ads and to sponsor newsletters. We are also adding other pay-per-use advertising features to the web site. Simply select how much you would like to add and enter your credit card information.