



PURCHASE ORDER

Sales Person: _____

Date: _____

Contact Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Email Address: _____

Product: "VOW" Vision of Weddings 2011	Application Deadline: October 31, 2010	Copy/Ad Deadline: 7 days from ad purchase date*
--	--	---

PLEASE NOTE: **If you require us to design your ad, there is a design fee, however production of your ad is to be used with Black Inc. publications and productions **only** and it may not be used in other publications or reproduction without consent. *Also note the copy deadline: late ads may not be printed and **no refunds** will be given due to late ads.

Qty	Size	Description	Section	Sub-Category	Total
	Directory Listing	FREE for GonnaGetWed.com Members or with Ad			FREE
	Directory Listing	Non-GonnaGetWed.com members & NO Ad			\$100.00
	Additional Listings	Additional Categories Listings in Directory			\$5.00
	ADS	DISPLAY ADVERTISING OPTIONS: <i>All VOW ads are full color at NO additional charge.</i>			Price
	1/8 page Ad	Full color (3.55" W x 2.35" H)			\$395.00
	1/4 page Ad	Full color ad (3.55" W x 4.8" H)			\$495.00
	1/2 page Ad	Full color ad (vertical 3.55" W x 9.75" H)			\$695.00
	1/2 page Ad	Full color ad (horizontal 7.25" W x 4.8" H)			\$695.00
	Full page Ad	Full color 7.25" W x 9.75" H <i>without bleeds</i> or 8.25" W x 10.75" H <i>with bleeds</i>			\$975.00
	Inside Front Cover	Full page inside front cover (8.25" W x 10.75" H) with bleeds			\$2225.00
	Inside Back Cover	Full page inside back cover (8.25" W x 10.75" H) with bleeds			\$1725.00
	Section Pocket	Full front and back side of pocket in section			\$2800.00
15% discount for GonnaGetWed.com Members on Regular priced ads					(- \$)
1st ad Subtotal					\$

Additional Ads 40% off

Qty	Size	Description	Section	Sub-Category	
					\$
					\$
Additional Ad Subtotal					\$

DESIGN FEES Reuse ad from 2009 or 2010 VOW I will design my own

Qty	Size	Description	Price for Each Design	
	1/8-1/4	Design Fee for 1/8, 1/4 ads	\$25.00	\$
	1/2 & Larger	Design Fee for 1/2 page, Full page, Pockets	\$50.00	\$
Design Subtotal				\$
GRAND TOTAL				\$

Listing Information to be published in the VOW (exactly what you list is exactly what will be printed)

Company Name: _____
 Contact name: _____
 Phone 1: _____
 Phone 2: _____
 Address: _____

 Email: _____
 Website: _____

PAYMENT INFORMATION

My Check is included
 Charge my Credit Card for an additional \$15.00
 Card #: _____
 Exp. Date: _____ Sec #: _____
 Billing Zip Code: _____
 Draft my Checking/ Saving account at no extra charge
 Routing# _____ Acct # _____
 Signature: _____ Date: _____

VOW PURCHASE ORDER

ORDER #:

DATE:

Company:

Contact Name:

Phone#

Email:

Account Executive:

Send proof to: Client

Account Executive

Advertisement Details

_____ Reuse my ad from 2009 VOW or 2010 VOW (*circle year*)

_____ Redesign previous ad from: _____

_____ YES, design my ad from scratch:

_____ 1/8pg _____ 1/4 pg _____ 1/2 pg(H) _____ 1/2 pg (V) _____ Full Pg _____ Pocket _____ Coupon

- If YES... Will you be providing photos or other graphics for your design project? YES* _____ NO _____

*Photos must be in high resolution JPEG, TIFF or PSD format. (Photos that are scanned, should be at no less than 300 dpi and 100% of their size.) Never send us "web graphics" from your web site. Most web graphics are for screen viewing, which means they are saved at 72 dpi (low resolution) and will NOT print clearly.

- If YES... Will you be providing a logo? YES* _____ NO _____

*Logos must be submitted in high-resolution format. (An EPS/vector file is the industry standard file format for printing and reproduction for any print media. Original PSD or JPEG formats may be accepted. However, we cannot use raster images that are embedded within another file, such as within a Word document or from a Web site.)

IDEAS/BODY COPY: (Depending on ad size, body copy could be edited or omitted.)

_____ Website _____ Email _____ Phone # _____ Fax # _____ Street Address _____ Other: _____

****PLEASE NOTE:** Production of your advertisement is to be used strictly with VOW, GonnaGetWed.com, the Black Tie Bridal Showcase or other Black Inc. publications or productions. The design fees have been dramatically reduced so that you may participate in our products, but also help us to cover our costs in doing so. Clients wanting to use the advertisements for newspaper print, etc. will need to contact Black Inc. for pricing to release the files to those publications. However, our ads will not be released to our competitors in the bridal industry - we will not provide any files to SF Brides or Sioux Empire Bridal Planner as this is a conflict of interest for us. Client assumes all responsibility in obtaining permission to authorize reproduction of submitted advertisement to Black Events & Advertising Inc.

Our goal is to produce the best quality product we can, so any rejection of logos, photos or artwork are in your best interests. We make sure all artwork is acceptable before going into production. We reserve the right to return any artwork that does NOT meet our requirements. Design fees may apply for any additional production work or redesigning.

Deadline: Please provide ALL logos, photos/artwork and text within 7 days of ad purchase date.

*Email to angie@blackincevents.com or call 605-332-6000 Ext. 13.

VOW AD DESIGN REQUIREMENTS

We want your VOW ad to look great! In order to look great we require the following:

- Acceptable file formats are: high resolution PDF files 300dpi
(InDesign and Photoshop files can be accepted **Note:** Quark files **are not** acceptable. **No** Corel Draw, Microsoft Publisher, Word or PowerPoint files can be accepted.)
- All VOW ads **must** be sized accordingly and may be submitted by email, USB flash drive or on CD.
 - 1/8 page or coupon: 3.55" W x 2.35" H
 - 1/4 page: 3.55" W x 4.8" H
 - 1/2 page: vertical 3.55" W x 9.75" H
 - 1/2 page: horizontal 7.25" W x 4.8" H
 - Full page: 7.25" W x 9.75" H **without bleeds**
or 8.25" W x 10.75" H **include .25" bleeds** (Image area = 7.25." W x 9.75" H)
- **PLEASE NOTE:** Client assumes all responsibility in obtaining permission to authorize reproduction of submitted advertisement to Black Inc.
- All files must be in CMYK. Convert all spot colors to CMYK for 4-color process. No RGB color mode or Pantone (PMS) colors.
- Include all logos, photos and other artwork used to make the advertisement. All fonts must be included also or must be converted to outlines. Any missing support files will result in a delay in processing your ad artwork.
- Our printed product is only as good as the artwork that's provided. That's why we make sure all artwork is acceptable before going into production. We reserve the right to return any ad that does NOT meet our requirements. Design fees will apply for any additional production work or redesign of ads.

Submitting logos, photos and other graphics/artwork:

- Never send us "web graphics" from your web site. Most web graphics are for screen viewing, which means they are saved at 72 dpi (low resolution) and will NOT print clearly.
- Photos must be in high resolution JPEG, TIFF, EPS or PSD format.
- Photos that are scanned, should be at no less than 300 dpi and 100% of their size.
- Logos should be submitted in EPS/vector format-This is industry standard for printing and reproduction for any print media. Original PSD and high resolution JPEG may be accepted. **Please do NOT send** raster images that are embedded within another file, such as within a Microsoft Word file.

Deadline: ALL ads must be received within 7 days of ad purchase date.

Email to angie@blackincevents.com

Note: Late ads may not be printed and no refunds will be given due to late ads.

Need help? If you cannot submit a compatible file, please allow us to create it for you.

For more information, call **605-332-6000** or email: angie@blackincevents.com.

