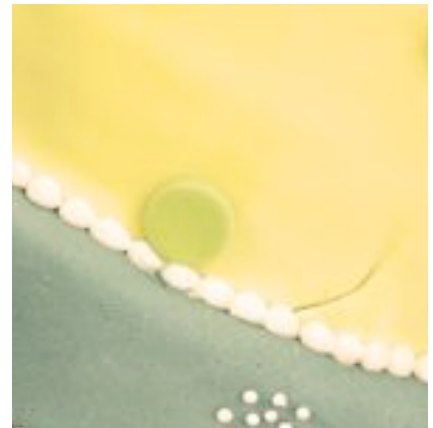


08



"Thanks to BrideAccess.com, six months later after our show aired, we still have people coming into our store saying they saw us on the TV Show... The brides keep coming in due to our advertising with BrideAccess.com"

-Cathy: Owner, Mary's Bridal



BrideAccess.com  
2008 Advertising Guide 



How can  
BrideAccess.com  
help you?

## our story

BrideAccess.com is once again revolutionizing the Bridal industry. Rather than being content with providing outstanding content on our long running website, we are pushing the boundaries with a groundbreaking national TV show, but we are penetrating into more markets, and are poised to take your brand where you never thought would be possible.

## the online planner

In 1998, UtahBrides.com became the first online wedding planner site and marketing tool for the wedding industry within the state of Utah.

## the new guys

In 2003, new owners took the reigns of UtahBrides.com, remaining focused on being the leader in the wedding industry. Soon after, they introduced the UtahBrides.com TV Show (Utah's first and only locally produced wedding show), geared toward raising the standard of weddings in Utah.

## the possibilities? endless.

In 2006 UtahBrides.com launched their own interactive Planner/Portfolio. 2007 brought plenty of excitement with UB.com's exclusive "Your Wedding Day Weather", Downloadable-to-iPod Vendor Videos, Comcast On Demand for the TV Show, and national expansion with BrideAccess.com

"We joined BrideAccess.com in March of 2007, and within two months it had paid for itself two times over. While the bridal shows did produce a fair amount of business for us, it was BrideAccess.com that has kept us afloat so far. With almost 50% of our jobs coming from BrideAccess.com the investment has been a huge success. An even better number though, is the percentage of total revenue produced by the brides that have found us on BrideAccess.com. Almost 70% of our total income this year can be attributed to BrideAccess.com! TheKnot.com and TheWeddingChannel.com has only yielded us a couple of pathetic leads while BrideAccess.com has brought us an average price point of over \$1,500 per video booked. That is amazing in this market. The bridal shows have only brought us an average booking of \$900."

Damien Stepick: Owner, Tolero Productions





## the point

What BrideAccess.com will do for your business:

- Drive traffic to BrideAccess.com, exposing your business to those planning their bringing you targeted, quality leads.
- Distribute a minimum of 7,500 BrideAccess.com Bridal Planning Portfolios in 2008 with your listing in them at major Bridal Shows, vendor locations, all 9 Bed, Bath & Beyond locations in Utah, and online sales through the BrideAccess.com website.
- Air our TV show every Sunday, highlighting companies who choose to air commercials and segments bringing an excellent source of 'Top of Mind Awareness'.
- Give you access to the email addresses of all of our registered brides!
- Market BrideAccess.com in the form of advertisements on billboards, magazine ads, commercials on KSL-TV & KSL.com, Jordan Commons & Gateway theaters, mouse pads at BYU, SLCC, and U of U computer labs, and partnerships with B98.7 Todd & Erin.
- Special events and/or promotional opportunities exclusive to BrideAccess.com vendors.
- UtahBrides.com organized the first ever "Bridal Addiction: The Ultimate Wedding Event" in December, 2004. Participating vendors received coverage as a sponsor for that event, including advertisements on radio, TV & the UtahBrides.com show.
- Offer "Vendor School" classes to help educate, promote, and network.

# the facts



Photo

## BrideAccess.com is the only Wedding Planning Resource to bring you:

The #1 Online Planning Resource as voted by Utah Business Magazine for four consecutive years in a row (2003, 2004, 2005, and 2006)! Factors that have determined our #1 rating:

- 1) Does the website provide adequate information? Yes!
- 2) Is the website easy to use? Yes!
- 3) Is the website effective for its users and advertisers? Yes!
- 4) Is the website friendly and enjoyable? Yes!
- 5) Is the website unique and offer something different? Yes!

A website that currently averages 7,000 – 10,000 page views a day (during peak season)!

Streaming video of your product, service, or location for brides to view LIVE and in action!

Hundreds of registered brides on our “revolving” brides list for you email with your offers.

The only locally produced wedding planning Television Show that aims to bring you a larger audience in one episode than most print publications do in an entire year! We air on KSL, KCSG, and Comcast On Demand.

The first of its kind Bridal Portfolio/Planner, marketed heavily on our website, our TV Show, all of the Bridal Shows that BrideAccess.com sponsors, and through a major partnership with Zions Bank, who serves as a retail outlet for our planners at all of its locations throughout Utah.

Your Wedding Day Forecast: Rain or Shine -The first and only tool for brides to plan for their wedding day weather on our website with acclaimed meteorologist Mark Eubank.

iPlanning: Download demo videos from all of your favorite wedding professionals to your iPod! Plan your wedding whenever... wherever.

MARKETING, MARKETING, MARKETING! We actively market YEAR ROUND through traditional and non-traditional media, including: TV, billboards, radio, and magazines, search engine optimization, movie theaters, mouse pads, and more!



# the facts

BrideAccess.com   UtahWeddings.com   UtahBride andGroom.com

	✓ Launched 1997	Launched 2001	Launched 2006
Utah's first online wedding planning resource	✓		
Utah's only Wedding TV Show	✓	No	No
#1 Rated online Wedding Planning Website	✓	No	No
Highest Internet web traffic	✓	No	No
Utah's only Customizable Planning Portfolio	✓		
Marketing that incorporates personality branding i.e. Heather Beers and Kate Burton.	✓	No	No
Vendor Videos available on iTunes.	✓	No	No
Customized Wedding Weather Report by acclaimed meteorologist Mark Eubank.	✓	No	No
Year-round Billboards on I-15.	✓	No	No
BrideAccess.com branding on BYU, U of U, and SLCC campus computer mouse pads.	✓	No	No
Online Video Vault: Vendor Videos, Design Ideas, Relationship Advice, and online TV Show, and Giveaways.	✓	No	No
Vendor School	✓	No	No
Asked by the leading bridal shows to be their main sponsor: The Bridal Extravaganza, The Thanksgiving Point Shows, The JSMB Bridal Show, The Gateway Wedding Show, and others.	✓	No	No
The owners of the company also work in the wedding industry.	✓	No	No
Regarded as a top wedding resource for local media	✓	No	✓

# the product



## the BrideAccess.com website

Rated #1 by Utah Business Magazine for four years running!

The BrideAccess.com website is where 7,000-10,000 soon to be brides go every single day to find the people that will make their most important day, one that will never be forgot. The website offers a cornucopia of planning tools to bring their vision, to you--the vendor.

[Wedding Checklist](#) - [Calendar](#) - [Budget](#) - [Announcements](#) - [Idea Center](#)

As a listed vendor, your benefits start right away on the website. On your page, you will have your company contact information. You can add an online portfolio of images, and streaming video. The goal is to have your image listed and available to all of the visitors of the website. As an added bonus, you are able to send automated email to all of the prospective brides.

## the wedding planning portfolio

Our customizable wedding planning portfolio is a fun way for the bride to stay organized. Included are pages with the contact information of all the vendors, along with places to add brochures, business cards, swatches, and then places to add budgets, ideas, and notes from the BrideAccess.com TV show!

The wedding planning portfolio works in harmony with the BrideAccess.com website. The bride can download and print all of your vendor information, budget planners, checklists, calendars of events and pictures from you vendor portfolio.

## the TV show

Hosted by reknowned actress Heather Beers, our TV show is as entertaining as it is informative when it comes to planning a wedding. One episode of the BrideAccess.com TV show captures a larger audience then wedding print publications in Utah do in one year. In fact, the TV show has captured as many as 82,000 viewers in one episode!

The show highlights local weddings, fasion trends, planning tips from local experts, and segments and commercials from local vendors.

**BRIDEACCESS.COM**

thanks.

For any questions or assistance, please feel free to call email or otherwise get in contact.

We appreciate your business!



**Christina Richards**

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