



2008 MEDIA KIT

Palm Springs

*The Official Palm Springs
Same-Sex Wedding Website*

WHY ADVERTISE?

AFFORDABLE RATES

\$1 BILLION FOR CA
IN REVENUE IN
FIRST YEAR ALONE

THE OFFICIAL PALM
SPRINGS SAME-SEX
WEDDING WEBSITE

FEATURED IN USA
TODAY AND
WIDELY PUBLICIZED



*"Palm Springs
has a long history
of welcoming
gays and lesbians,
so I can't imagine
any place more
perfect to marry."*

– Steve Pougnet,
Palm Springs Mayor



DEMOGRAPHICS

There are an estimated 30 million gay men and lesbians across the U.S., and as the only state allowing them all to marry, many of these will be seeking information on a wedding in California. In a report released June 2nd, 2008, The Wedding Report, Inc. estimates that **California same-sex marriages could generate \$1 billion in revenue the first year alone!**



Married in Palm Springs™ is the official Palm Springs Same-Sex Wedding Website, and as such is the perfect venue for your advertising to this lucrative audience. Your monthly fees go to more than just a listing on a website. Our marketing team is actively driving traffic to our site. And your fees will be completely dedicated to marketing the website and staffing a wedding and honeymoon hotline with trained professionals guiding consumers to your business and our community.

Our community has recently been featured in *USA TODAY* and our website is linked to the Palm Springs Bureau of Tourism and Equality California websites. We are THE official website for same-sex weddings and honeymoons in Palm Springs – join the consortium and see your business grow and flourish.

ADVERTISING OPTIONS

- 1 Listings by Industry** – Within various industries in the 'Planning Your Event' section of the website, your business may be included in a listing of recommended options to wedding participants. Your listing includes: Company logo, address, telephone, e-mail, linked web address and 60-word description of business services.
- 2 Package Deal Listings** – Those businesses wishing to put together inclusive packages for wedding participants receive premium placement in this section. Your listing includes: Linked company/package logo, address, telephone, e-mail, linked web address and 180-word description of business services.
- 3 Premium Home Page Scrolling Ad** – A 450 x 120-pixel scrolling ad space is available on the home page of the website. This ad banner space scrolls through multiple advertisers at a rate of five seconds per ad. Frequency of repeating varies, depending on the number of advertisers.
- Map Listings** – This section of the website offers suggestions of restaurants, shops and various activities to those in town for a wedding. So for a very reasonable rate, those businesses not directly tied to the wedding industry can also benefit from this great opportunity.



2008 RATE CARD

LISTING BY INDUSTRY

Industry	Rate (monthly)
Hotels (150+ rooms)	\$1,012
Hotels (101-150 rooms)	\$748
Hotels (51-100 rooms)	\$452
Hotels (21-50 rooms)	\$276
Hotels (1-20 rooms)	\$198
Wedding Venues	\$253
Excursions	\$241
Party Rental	\$261
Full Service Caterers	\$232
Rental Cars	\$134

Industry	Rate (monthly)
Restaurants (Receptions, etc.)	\$127
Bachelor/Bachelorette Parties	\$111
Personal Chefs & Boutique Caterers	\$77
Wedding Cake Decorators	\$77
Florists	\$77
Musicians & DJs	\$52
Day Spas	\$77
Tuxedo and Bridal Services	\$77
Travel Agencies	\$77
Photographers/Videographers	\$77

Industry	Rate (monthly)
Transportation, Valet & Limousines	\$77
Jewelers	\$77
Gift Shops	\$52
Legal Services	\$52
Officiants	\$52
Churches and Synagogues	\$52
Concierge and Personal Assistants	\$52
Wedding and Event Planners	\$52
Printers and Invitation Services	\$52

PACKAGE DEAL LISTING

Type	Rate (monthly)
Package Deal (Premium Listing)	\$1,747

PREMIUM HOME PAGE AD

Type	Rate (monthly)
Premium Home Page Scrolling Ad	\$1,989

MAP LISTING

Type	Rate (monthly)
Map Listing	\$25

RATE & ADVERTISING POLICIES

Preferred Positions: Listing advertisements are offered on a first-come, first-serve basis. *However, the top three positions within each industry listing may be requested for an additional 50% fee.*

Multiple-Listing Discounts: A 10% discount is available for advertisers who list in two or more industry sections. A 25% discount is available for Package Deal advertisers listing in additional sections (Mapping Locations excluded for both).

Fee Schedule by Industry: Advertisers are required to commit to advertising through November 2008 but will be charged in advance on a monthly basis via credit card. Should the initiative for a constitutional amendment to ban same-sex marriage fail to pass in November, a free month of advertising will be given to all advertisers who commit to advertising by July 2008 (New rates will be published for 2009). Please contact your ad representative for more information.

AD SPECS/DIGITAL SUBMISSION

Material Specifications: Preferred formats are web-ready GIF and JPEG. Other file options include PDF, TIFF and EPS.

Ad Submission: Submit ad/listing artwork and copy to ads@marriedinpalm Springs.com.

Proofs: Proofs of ad listings are available upon request. Contact your ad representative.

Design Considerations: Files that do not meet our specifications may require changes and/or re-submission. We are not responsible for the quality of the final ad/listing if the files submitted do not match our specifications.

Other Services: Full graphic design and/or photography services are offered through Married in Palm Springs™. Call 760.327.9708 for more information.

