

# The One Bride Guide

The One Bride Guide is the most complete resource available to a Bride planning her wedding on the South Texas coast. The One covers Corpus Christi and the surrounding metro areas including Padre and Mustang Islands, Port Aransas, Aransas Pass, Rockport, Ingleside, Portland, Kingsville and more. The One is FREE and is distributed to over 125 locations from bridal salons to coffee shops, jewelry and clothing stores, restaurants and other venues, ensuring The One can get into the hands of any potential Bride, broadening the reach of your business and increasing potential sales. Our research team at The One found the most detailed vendor information, more complete than any available bridal publication, and put it all together in an easy to read guide. The One features a comprehensive Site Finder, "Off-White Pages" directory featuring almost 1000 local vendors, plus local spotlights and interesting articles by experts in the field of life and love to help educate and entertain Brides. Be a part of The One Today!



## About The One's Target Audience & Reach

Corpus Christi and the metropolitan area host around 3000 weddings every year and rising. The average wedding in 2010 reached a whopping \$25,000! The most expensive wedding in Corpus Christi so far was reported to cost over \$1,000,000! How can you make sure you are getting noticed by one of these Brides? Advertise your business in The One - now in print AND online!

## How does the average Bride find her sources?

Bridal magazines 66% - The One is a bridal magazine with local emphasis.

Bridal events or fairs 36% - The One is featured at all local events.

Wedding planning books 47% - The One is a planning book and magazine all in one!

Internet sources 84% - The One lists all of the businesses from the Off White Pages on our web site for FREE! There are other web advertising opportunities, and the web site is expanding every day. The One is also on FaceBook, Twitter, and has a blog.

Family and friends 86% - The One has quickly become known as The One place to find everything wedding related, so family and friends are sure to spread the word!

## What is the extended reach of an ad?

Local weddings average around 200+ guests. Each Bride has the potential to generate not one, but hundreds of targeted impressions for your product. Everyone knows the best referrals are word of mouth, but the Brides have to find you first! The One has become a resource every Bride can't live without! Be a part of The One today. It's the right choice for growing your business.

### Site Finder

Welcome to The One Site Finder. This guide gives a nomenclator book into the empty reception sites around the Coastal Bend. Use the Venues Key to the area page to discover what each business has to offer. Of course, make sure you call, and read the descriptions with the prospective site (or have your wedding planner do it) so you know exactly what to expect. Good luck!

#### Reception Locations - Corpus Christi

Business	Capacity	Seating	Ballroom	Reception	Bar	Stage	Sound
American Bank Center	15	2500	2000	1500	400	210	110
Walt Disney World	15	1849	1800	1200	1800	80	90
Walt Disney World	15	1849	1800	1200	1800	80	90
Walt Disney World	15	1849	1800	1200	1800	80	90
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### The Off-White Pages

The most complete listing of local wedding vendors available!

Accommodations

Business	Capacity	Seating	Ballroom	Reception	Bar	Stage	Sound
Walt Disney World	15	1849	1800	1200	1800	80	90
Walt Disney World	15	1849	1800	1200	1800	80	90
Walt Disney World	15	1849	1800	1200	1800	80	90
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Walt Disney World	15	1849	1800	1200	1800	80	90

## Inside The One

- STATEMENT & STYLE: articles on marriage, point-of-view, details and more
- FEATURED PROFESSIONALS
- LOCAL WEDDING SPOTLIGHTS
- FEATURED ARTICLES: trends, Fit Bride, planning, behind the scenes
- Comprehensive reception SITE FINDER for venues hosting 50 people or more
- FEATURED SITES: Unique ceremony & reception venues
- TOOLS & GUIDES : budget, calendar, photo shoot sheet, registry and more
- LIFE TOGETHER: merging your finances, name changes, buying your first home
- BOOK REVIEWS
- THE OFF WHITE PAGES DIRECTORY
- GROOM'S GUIDE

www.theonebrideguide.com • www.theonebrideguideblog.com  
 www.twitter.com/theonebride • www.facebook.com/theonebrideguide

# Advertising in The One

The One is distributed FREE, three times a year in February, June and October. Discounts are given for advertising in consecutive issues. Distribution for The One Bride Guide is 12,000 copies per issue (36,000 per year) and growing, to over 125 locations.

## Specifications

All artwork must be submitted in digital format and preferably accompanied by a paper proof.

Ad prices include basic scan, setup and layout design of the advertisement including text and logo placement only (you can change your ad for each issue). If you need custom artwork or a campaign created, a representative from McLeod Creative will be happy to talk about options.

Advertisers will receive one proof of the "basic ad" created as part of the advertising package (per issue). Clients will be allowed one round of changes without added cost. Any changes beyond one hour will result in added cost on a per hour basis, charged in quarter hour increments at \$85 per hour for production and \$100 per hour for design. The One and McLeod Creative are not responsible for errors the advertiser fails to correct once the proof has been approved by the advertiser. See Advertising Sales Agreement for more information.

All advertising materials and photographs designed and produced by McLeod Creative or The One Bride Guide are exclusively for use in its publications. Any further use of these ads, designs, logos or materials in other publications or media must be negotiated between the advertiser and McLeod Creative.

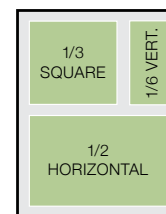
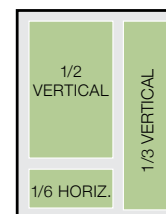
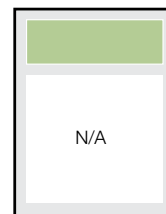
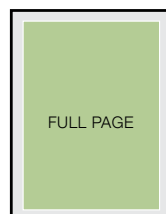
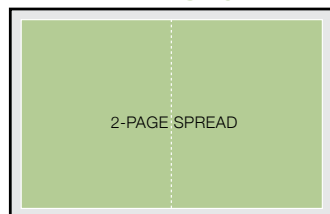
Artwork is accepted in .pdf, .jpg, .eps and .tif formats. Web advertising is also acceptable in .gif, .png or .bmp formats. Our creative team uses Adobe programs including Photoshop, Illustrator and InDesign. Ads sent in Word format are not considered print ready and are not guaranteed for quality.

Ads and images are best submitted in 300 dpi for use in print at full size, 72 dpi for use on the web. Ads for print submitted with less than 300 dpi will not print well. RGB and CMYK formats are accepted. Ads for print will be transferred to CMYK format and RGB for web. Spot colors are not guaranteed as The One is printed in four-color process.

### Submit Artwork to:

**McLeod Creative**  
**402 Peoples Street, Ste 1A**  
**Corpus Christi, TX 78401**  
**tel: 361-887-5054**  
**fax: 361-887-6056**  
**info@theonebrideguide.com**  
**www.theonebrideguide.com**  
**www.mcleodcreative.com**

### Print advertising layout examples:



The One Print Advertising Rates (prices are per issue and depend on frequency)			
Color Ad Sizes	contract for 1x	contract for 2x	contract for 3x
2 page spread	\$5,750 per issue	\$4,830 per issue	\$4,025 per issue
Full Page	\$3,312 per issue	\$2,760 per issue	\$2,300 per issue
1/2 Page	\$2,484 per issue	\$2,070 per issue	\$1,725 per issue
1/3 Page	\$1,725 per issue	\$1,380 per issue	\$1,150 per issue
1/6 Page	\$920 per issue	\$759 per issue	\$633 per issue
Black & White Ad Size	contract for 1x	contract for 2x	contract for 3x
Full Page	\$2,760 per issue	\$2,300 per issue	\$1,898 per issue
1/2 Page	\$2,156 per issue	\$1,553 per issue	\$1,294 per issue
1/3 Page	\$1,438 per issue	\$1,179 per issue	\$976 per issue
1/6 Page	\$690 per issue	\$575 per issue	\$460 per issue
Off White Pages Ad	\$238 per issue	\$198 per issue	\$165 per issue

The One Web Site Advertising Rates (all ads rotate throughout the web site)			
Ad Size (72 dpi, width x height, in pixels)	monthly (no print)	monthly with print contract	per issue with print
Top Banner (726 x 90)	\$200	\$175	\$700
Side Tile - Large (160 x 280)	\$125	\$110	\$440
Side Tile - Medium (160 x 160)	\$85	\$75	\$300
Side Tile - Small (160 x 90)	\$60	\$50	\$200

The One Advertising Specifications	
Dimensions (in inches)	Width x Height
Two Page Spread (includes .125" bleed)	18.5 x 12.25
Full Page (includes .125" bleed)	9.375 x 12.25
Full Page Trim Size	9.125 x 12
Full Page Non Bleed	8.125 x 11
1/2 Page Vertical	5.354 x 8.25
1/2 Page Horizontal	8.125 x 5.375
1/3 Page Vertical	2.583 x 11
1/3 Page Horizontal	8.125 x 2.5
1/3 Page Square	5.354 x 5.375
1/6 Page Vertical	2.583 x 5.375
1/6 Page Horizontal	5.354 x 2.5
Off White Pages	3.683 x 1

# The One

## Key Dates and Payment Options

Each issue of The One Bride Guide magazine has specific deadlines and landmark dates that will be important for advertisers to know in order for each issue to be printed and distributed on time. Please keep these dates in mind when considering advertising in The One, particularly the Issue Close date.

For those advertisers committed to multiple issues, **cancellation must be received in writing by the Cancellation date.** The advertiser will be billed for the space at the applicable earned rate (i.e. if an advertiser commits to three issues and cancels prior to the Cancellation Deadline for the third issue, he/she will be billed for the remaining difference as if he/she had purchased the ad for the two issue rate).

\* All dates are estimated and are subject to change.

### Monthly Payment Plan

The One offers monthly payment options for web and print advertisers who agree to a 3-issue commitment (one year). Advertisers who choose this payment plan will have payments due on the first of every month. Please refer to the Ad Specifications sheet for more info.

#### Breakdown of Monthly Ad Payments (ads committed for 3 issues):

PRINT - Off-White Pages	\$41.25 per month
PRINT - 1/6 (B&W)	\$115 per month
PRINT - 1/6 (color)	\$158.25 per month
PRINT - 1/3 (B&W)	\$244 per month
PRINT - 1/3 (color)	\$287.50 per month
PRINT - 1/2 (B&W)	\$323.50 per month
PRINT - 1/2 (color)	\$431.25 per month
PRINT - Full (B&W)	\$474.50 per month
PRINT - Full (color)	\$575 per month
PRINT - 2 page spread	\$1,006.25 per month
WEB - Top Banner	\$200/\$175 (no print/with print)
WEB - Side Tile - Large	\$125/\$110 (no print/with print)
WEB - Side Tile - Medium	\$85/\$75 (no print/with print)
WEB - Side Tile - Small	\$60/50 (no print/with print)

#### Issue One - February

Date	Event
1st Friday of November	Advertising Cancellation Deadline
1st Friday of December	<b>ISSUE CLOSE</b> Ad Insertion Deadline, Engagement & Wedding Announcement Deadline, All info and logos/graphics due from advertisers - Contributor Deadline for Editorial Content and Photography
December 30th	Final Invoices Sent Out
1st week of January	The One Goes to Press
1st week of February	<b>Distribution starts</b> <b>Issue 1 of The One on stands!</b>
February 1st	<b>Final Payments Due</b>
February 2nd	Late Fees Applied

#### Issue Two - June

Date	Event
1st Friday of March	Advertising Cancellation Deadline
1st Friday of April	<b>ISSUE CLOSE</b> Ad Insertion Deadline, Engagement & Wedding Announcement Deadline, All info and logos/graphics due from advertisers - Contributor Deadline for Editorial Content and Photography
May 1st	Final Invoices Sent Out
1st week of May	The One Goes to Press
1st week of June	<b>Distribution starts</b> <b>Issue 2 of The One on stands!</b>
June 1st	<b>Final Payments Due</b>
June 2nd	Late Fees Applied

#### Issue Three - October

Date	Event
1st Friday of July	Advertising Cancellation Deadline
1st Friday of August	<b>ISSUE CLOSE</b> Ad Insertion Deadline, Engagement & Wedding Announcement Deadline, All info and logos/graphics due from advertisers - Contributor Deadline for Editorial Content and Photography
September 1st	Final Invoices Sent Out
1st week of September	The One Goes to Press
1st week of October	<b>Distribution starts</b> <b>Issue 3 of The One on stands!</b>
October 1st	<b>Final Payments Due</b>
October 2nd	Late Fees Applied

# The One Distribution

The One Bride Guide is distributed at more than 125 locations in South Texas, with a circulation of 12,000 magazines distributed per issue and growing. If you would like to distribute The One Bride Guide at your business, or if you know of someone that wants their business to be added to the distribution list please contact us at [info@theonebrideguide.com](mailto:info@theonebrideguide.com) or 361-887-5054.

## What You Should Know About Distribution Of The One

- The One is a resource available to anyone!
- The One is absolutely FREE to our readers!
- New issues are printed for distribution in February, June and October. Each issue has new and up-to-date information to keep Brides informed about the latest trends and tips for planning their weddings.
- Expansion of The One's circulation is not limited in quantity. Long-term plans for growth include expansion to the Rio Grande Valley, Galveston and more.
- The One can increase traffic at local businesses that are distribution locations!

## Why The One?

The team at McLeod Creative, an award-winning graphic design and marketing firm, developed The One to be a true local resource for Brides with cutting edge style and national-level quality. This isn't your average wedding magazine. The One is a bridal resource extravaganza! McLeod Creative specializes in visual communication and developing character, plus, we are incredibly resourceful. We are experts at finding things and communicating effectively. McLeod Creative has been designing for Brides and developing magazines for years. The combination of talent, research, communication and knack for knowing what people need, makes The One and McLeod Creative an unparalleled duo and an exceptional way for anyone in the wedding business to get exposure.



The One Bride Guide is produced and published by

**McLeod Creative, LLC**  
402 Peoples Street, Ste. 1A  
Corpus Christi, TX 78401

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fax. 361-887-6056  
[info@mcleodcreative.com](mailto:info@mcleodcreative.com)  
[www.mcleodcreative.com](http://www.mcleodcreative.com)

Distribution Locations		
1st Choice Limousines	Fonzi Munoz Photography	O'Gosh
Adolfo's Salon	Fountain of Youth Med Spa	Odom Gifts
Alexia's Creations	Friends 4 Ever	Omni Corpus Christi Hotel
Alister Square Inn, Ltd.	Gatherings	Platypus Fitness
Always in Bloom	Gold Falcon Jewelers	Portland Community Ctr.
American Bank Center	Goose Feathers	Railroad Seafood Station
An Affair to Remember	The Hair Scene	Ranch at San Patricio
Anna's Nails	Hampton Inn & Suites	Razzle Dazzle
Aransas Pass Civic Center	Harrel's Kingsville Pharmacy	Richard M. Borchard Regional Fairgrounds
Arboretum Ballroom & Courtyard	Heavenly Designs	Rogers Fine Jewelers
Art Center of CC	Hester's Deli	Salinas Catering
Art Museum of South TX	His & Hers Tailors	Salon Salon
Artistic Flowers	Hogues Jewelry	Salt Flats Gallery
Attic Antiques & Gifts	House of Rock	San Patricio County Fairgrounds
Bayfront Plaza Hotel	Howard's Barbecue	Sandra's Custom Cakes
Beach Operations Office/ Saltwater Pavilions Office	Illusions Makeovers	Sashay Boutique
Beeville Country Club	Image Cinema	Serenity Salon & Day Spa
Berry's Jewelers	Jackson Hewitt	The Sewing Ladies
Best Western Northshore Inn	Julian Gold	Shampoo & Kaviar
Big Box Pro	Just a Cut	Simply Elegant
Blossom Shop Florist	K Space Contemporary	Small Planet Deli
Bourbon Street Candy Co.	Katz 21	Solis Photography
Bran Reneas Salon	Kikos	Solomon P. Ortiz Center
Brewster Street	La Bahia	Stitch It!
Bridal Boutique & After 5	La De Da Events	The Strand Hair Salon
Butler Signature Events	La Playa	Styling Station Salon
Casa de Oro	LA's Hair Salon	T&C Restaurant
Cinnamon Shore	Lighthouse Inn	Tarpon Inn
City Hall	Litton Travel and Treasures	Texas A&M Kingsville
City of CC Gas Department	Long Leaf Coffee	Texas State Aquarium
Class Act Salon & Spa	Luciano's	Total Graphics
Coffee Waves	Lulu's Flowers	Trout Street
Coffee Waves Downtown	M&J Photography	Tubbs of Flowers
Corpus Christi Visitors Ctr.	Mansion Royal	Tuxedo Junction
Country Floral	Men's Wearhouse	Vanessa's Bridal
Courtyard at Gaslight Square	Moments In Paradise	Victoria's Jewelers
D & P Photography	Monograms & More	Water Street Seafood
David's Bridal	My Sisters Shoppe	Wedding Lace Bridal & Tux
Dillard's - Bridal Registry	Nailspa Therapy	Wicker Basket
Doohicki's	New Beginnings	William's Fashion Shoes
Downtown Salon	Niko's Steakhouse	Woodhouse Day Spa
Eden Laser Medspa & Salon	North Shore Country Club	Yin Yang Fandango
Electric Tan	Northwest Library	YMCA
Embassy Suites	Nuevo Café	Zimmer Floral & Nursery