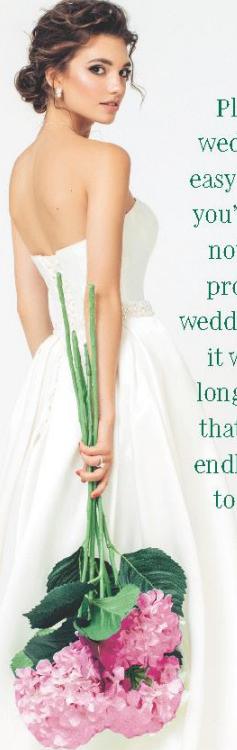


## Your Wedding Planning Adventure Starts Here.

Connect With businesses that are ready to help you make your big day perfect!



Planning a wedding is no easy feat, and if you've decided not to hire a professional wedding planner, it won't take long to realize that there are endless details to manage.

From wedding venues to wedding cakes, browse nearby wedding pros all in one place...

**[insidepaweddings.com](http://insidepaweddings.com)**

**WEDDINGS**  
Inside pennsylvania

# Digital Wedding Expo

After having poor attendance on our 2017 Wedding Expo we decided to try something new to our area in 2018.

We created a Digital Wedding Expo platform and Magazine combination. We started planning in January for the website to be up and accessible by October. Whereas a traditional bridal show is just one day for our clients the virtual show was online for one year giving continued exposure.

# Weddings Magazine Cover Contest

To help bring attention to our new website and magazine we did a cover contest for recent newlyweds inviting them to submit their best wedding photo to be considered as the cover.

We had a photo gallery on our wedding website for everyone that visited the site to view.



The image shows the front cover of the "Weddings Inside Pennsylvania" magazine. The title is at the top in a large, stylized font. Below it, a photograph of a bride in a white gown and a groom in a dark suit sitting in a white golf cart. To the right of the main cover are three smaller photographs: a couple kissing, a woman laughing, and another couple posing together. A pink arrow points from the text "This could be you!" towards the magazine cover.

**Would you like to be on the cover of our next Bridal magazine?**

We are looking for couples that were married between July 2018 and June 2019 for the cover of our Inside Pennsylvania Weddings magazine.

Go to [ipaweddingscovercontest.com](http://ipaweddingscovercontest.com) to submit your photos between **August 18<sup>th</sup> and September 6<sup>th</sup>, 2019** for your chance to be on the cover of our Inside Pennsylvania Weddings magazine publishing in October.

**The Winning Couple Will Receive a \$500 Weis Markets Gift Card**

Rules and regulations apply. See details on [insidepennsylvaniaweddings.com](http://insidepennsylvaniaweddings.com)

**The Daily Item**  
dailyitem.com More for You!

**inside**  
*Pennsylvania*

[WWW.IPAWEDDINGSCOVERCONTEST.COM](http://WWW.IPAWEDDINGSCOVERCONTEST.COM)

# Weddings Magazine Cover Winner

The winner that was chosen by our in-house judges not only graced the cover of our magazine with an inside story about their wedding planning, but also won a \$500 store gift card. This gift card was received as a trade for advertising so was at no cost to us.



# Flyers with pricing and benefits



**WEDDINGS**  
inside pennsylvania

**ONLINE BRIDAL SHOWCASE AND MAGAZINE PACKAGES**

Eighth Page .....	\$425
Quarter Page .....	\$575
Half Page .....	\$825
Full Page .....	\$1,075
Inside Front Cover .....	\$1,425
Inside Back Cover .....	\$1,425
Back Cover .....	\$2,075

**inside Pennsylvania**

**The Daily Item**  
dailyitem.com More for You!

**WHAT ARE THE BENEFITS OF PROMOTING YOUR BUSINESS WITH OUR ONLINE BRIDAL SHOWCASE?**

***Save Time. Save Money.  
Connect With More Local Brides.***

- Digital Listing of your name on [insidepennsylvaniaweddings.com](http://insidepennsylvaniaweddings.com)
  - Landing page with entry form
  - Pictures and brief copy about business
  - Link to your website
  - Map of your business's location
  - Hours of your business
  - Your business online for 12 months
- You'll receive a database of all brides/grooms that click to enter your prize drawing.
  - Name
  - Email address
  - Phone number
  - Wedding Date
- You'll receive promo ads with your business name listed
  - DIDN/TM print ads
  - DI digital, Facebook and Twitter blasts
  - Prize Winner Promo Ad with your business's name and winner's name
- You'll be part of our Online Bridal Showcase
  - Nothing to prepare
  - Nothing to attend or setup

**Covers:**  
37,500 Print Readers and  
386,000+ Online Readers  
(based on July 2019 statistics)

**Deadline:**  
Tuesday, September 24th

**Showcase Goes Live:**  
Monday, October 21st

**Magazine Publishes:**  
Monday, October 21st



**inside**  
**Pennsylvania**

**The Daily Item**  
dailyitem.com More for You!

# IPA Weddings website built on Google sites platform



Website:  
[insidepaweddings.com](http://insidepaweddings.com)

Inside Pennsylvania Weddings - Wedding and Bridal Resource for Central Pennsylvania

Your wedding starts here.

Planning a wedding is no professional wedding planning. There are endless details to manage, schedules and ideas.

Gone are the days of finding professionals all over the country.

Find the best Susquehanna Valley professionals all local businesses.

From wedding venue professionals all local businesses.

[Inside Pennsylvania Weddings Magazine!](#)

[Budget Calculator](#)

[Countdown Calendar](#)

[From Miss to Mrs.](#)

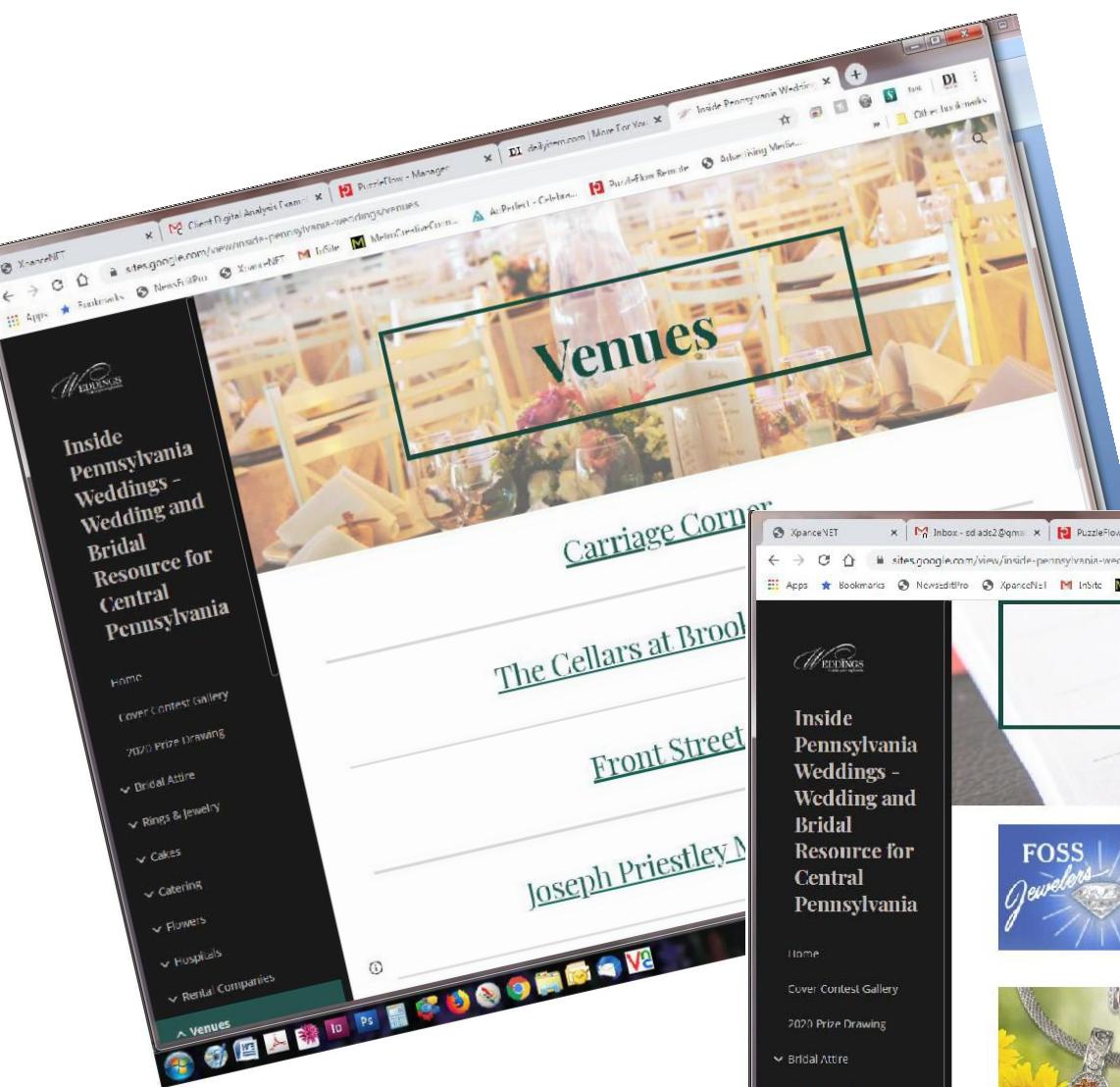
[Wedding Etiquette](#)

When it comes to paying for your big day, planning is key! Click here to prepare for your special day using this 12-month guide and checklist.

Name change laws vary from state-to-state so you should always check.

Do's, don'ts and how-to's from your engagement to your big day.

# IPA Weddings website built on Google sites platform



Website:  
[insidepaweddings.com](http://insidepaweddings.com)

A screenshot of a web browser showing the Foss Jewelers website. The page has a dark header with the company name and a large image of jewelry. A green rectangular box highlights the word "Foss Jewelers" in the center of the image. Below the image, there is a banner with the text "FOSS Jewelers LIFE'S MEMORIES START HERE" and a phone number "570-374-4790". Further down, there are images of jewelry items like a necklace and rings, and a section titled "Foss Jewelers" with descriptive text. The bottom of the screen shows a toolbar with various icons.

Our way of getting registered brides to our clients is through emails and phone numbers.

In order to have access to these brides we had three prize drawings in which they needed to fill out an online entry form in order to enter the drawings. Two of the drawings occurred during the original launch of the website in October. The third is held halfway through the year to keep brides coming back to the website.

We receive our prizes from businesses that would like to trade for their advertisements. We have had jewelry stores, travel agents and grocery store gift cards.

At the end of the drawing the clients receive the list of brides that entered the drawings as a lead list for their own business.



[www.insidepaweddings.com](http://www.insidepaweddings.com)

A screenshot of a web browser window showing the Inside Pennsylvania Weddings website. The main content is a banner for the "2020 Prize Drawing". The banner features a wooden plaque with "Weis" and "Congratulations" written on it, and a \$500 Weis Markets Gift Card. The text "Contest ends April 30, 2020. For official contest rules, click here." is visible. On the left, a sidebar lists categories such as Bridal Attire, Rings &amp; Jewelry, Cakes, Catering, Flowers, Hospitals, and Venues. The browser's address bar shows the URL "sites.google.com/view/inside-pennsylvania-weddings/2020-prize-drawing".

## Grand Prize Entry Form

Find the best local wedding professionals in the Valley.



**WEDDINGS MAGAZINE 2019**

Published -	Daily Item:	10/21/2019	Danville:	10/21/2019	Weekly Item:	No
Ad Deadline:	9/24/2019		Format:	Magazine	(Broadsheet, Tab, Quarterfold)	
Your Name:	Lori Seibold		Section Code:	132	Previous Section Code:	IPW

Salesperson	Last Year	Quota	Sales Gain
Open			1.05
J. Nye	\$ 2,025.00	\$ 2,126.25	
S. Leister	\$ 3,950.00	\$ 4,147.50	
J. Moscatello	\$ 1,575.00	\$ 1,653.75	
C. Wrobel	\$ 1,000.00	\$ 1,050.00	
Kelli Tyler	\$ 1,850.00	\$ 1,942.50	
M. Wert	\$ 2,325.00	\$ 2,441.25	
D. Hartman		\$ 500.00	
B. Diehl	\$ 2,275.00	\$ 2,388.75	
<b>Sub-Total</b>	<b>\$ 15,000.00</b>	<b>\$16,250.00</b>	
Misc.		\$ -	
Classified Misc.		\$ -	
<b>Totals</b>	<b>\$ 15,000.00</b>	<b>\$16,250.00</b>	

Salesperson	Progress
Open	
J. Nye	\$ 1,425.00
S. Leister	\$ 3,075.00
J. Moscatello	\$ 750.00
C. Wrobel	\$ 1,075.00
Kelli Tyler	\$ 4,900.00
M. Wert	\$ 4,250.00
D. Hartman	\$ 1,825.00
B. Diehl	\$ 1,000.00
<b>Sub-Total</b>	<b>\$ 18,300.00</b>
Misc.	
Classified Misc.	
<b>Quota</b>	<b>\$ 18,300.00</b>

# Quotas, Revenue and Profit

Below is the difference between our live Bridal Shows and our Digital Weddings website.

Our revenue initially took a loss, but that has turned around and increased our second year by \$3,300.

What is incredible is the amount of registered brides which is a great value to our clients. Registered brides grew from 35 in 2017 to 312 in 2018.

## Live Bridal Shows 2016/2017

vs

## Inside Pennsylvania Weddings Gallery

	2016	2017	2018	2019
# Combo Booth & Print	32	28	# Print & Digital	30
# Print ads only	14	11	# Digital only	2
# Registered Brides	97	35	# Registered Brides	312
<b>Total Revenue</b>	<b>\$22,900</b>	<b>\$20,561</b>	<b>Total Revenue</b>	<b>\$15,000</b>
Magazine Printing Cost	\$3,900		Monthly Gallery Visitors	
Sales Commission	\$1,555		Jan.	1245
<b>Total Cost</b>	<b>\$5,444</b>		March	1252
			June	499
			July	439
			August	787
			Sept.	1083