wv weddings

Wedding Sweepstakes 2021

Are you looking to build your email database
and find qualified wedding leads?
WE HAVE SOLUTIONS

QUIZZES

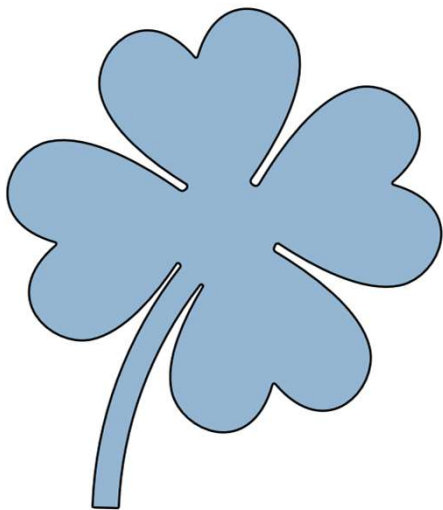SWEEPSTAKES
& CONTESTS

CUSTOM
PROMOTIONS

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Wedding Sweepstakes or Contest
3-week promotion - $1600 + Prize
February 1-21, 2021

Customized Setup Based on your Desires and Goals:
- Quiz
- Questionnaire/Survey
- Photo Contest or Judged Photo Contest
- Video Contest or Judged Video Contest

Add Ons:
- Print Ad Discount of 10%

Limit 1 per month

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QUIZZES

Sponsored Wedding Quiz Ideas

Sample Themes:
- What type of bride are you?
- What kind of flower are you?
- What is your wedding dress style?
- What is your celebrity wedding style?
- Where should you honeymoon?
- What is your wedding photography personality?
- What kind of engagement ring should you get?
- Where should you get married?

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SPONSORSHIP INCLUDES:
$1600 INVESTMENT

REGISTRATION & CONTENT

- Featured logo
- Email Opt-In
- Relevant lead generation questions
- Complete customization & input
- Optional Facebook Like Box

EMAIL

- Logo inclusion on invitation + reminder emails 20,000 and growing
- Logo inclusion on promotion ad in Weekender and/or Unveiled e-blasts
- Thank you email to all entrants with banner ad + link
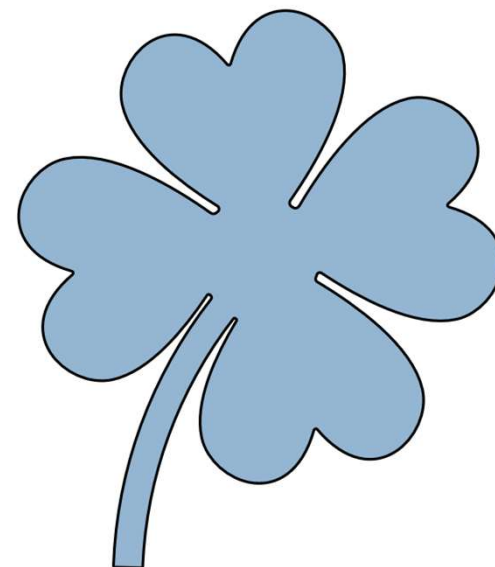- Single customized follow-up Email

DIGITAL

- Mentions on Facebook and Instagram throughout the campaign
- One boosted Facebook post with customized message/image
- Rotating ROS ads on WV Weddings website for 1-month

PRINT

- 1/3 page ad in WV Weddings or other value added content
- Inclusion of logo + basic contact info in our WV Weddings Platinum Vendor Guide

Sponsor will also receive analytics, leads/contact information for opted-in registrations, and data collected at the end of the promotion.

WEDDING SWEEPS/CONTEST

SIGNATURE

DATE

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Sweepstakes Sponsor Needs & Specs

Assets

- Logo: JPG and PNG formats at least 150 pixels wide
  - Full color, one color, vertical, and horizontal options are requested
- Facebook Page Address

Content

- Customized setup input
- Lead generation questions
- Follow up Email: Copy, content, and images for single email blast*

Ad Assets

- Banner ad block: 300w x 250h px and landing page link
- Banner ad billboard: 970w x250h px and landing page link
- Banner Ad skyscraper: 300w x 600h px and landing page link
- Coupon/offer ad for thank you email: 500x500 px and landing page link
- 1/3 page Print Ad: 5.123" x 4.747" high-res PDF
- Facebook Boosted Post:
  - Image: 1200 x 628 px + 1000 x 1000 px
  - Content:
    - Post Text: 90 characters recommended but can be longer
    - Ad Headline: 25 Characters
    - Ad Link Description: 30 Characters
    - Link

Prize

- Details of Giveaway

*Sponsored content would be written/provided by advertiser and edited and laid out by New South Media

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