



RED · OAK  
*weddings*

---

NEW YORK · NEW JERSEY · PENNSYLVANIA

MEDIA GUIDE

2017



# RED · OAK

## weddings

### THE VENDOR GUIDE

The Vendor Guide is a curated directory of wedding professionals located in New York, New Jersey and Pennsylvania. These vendors are the most talented, professional and creative members of the wedding community, and we believe this directory will become the go-to resource for couples planning their weddings. Categories are capped to maintain a high level of collaboration with Red Oak Weddings, and to preserve the quality that Red Oak readers are looking for.

All vendors are asked to fill out a short application with more information about their business, references, and links to previous features on other wedding blogs. We personally research each vendor, and reach out to references for additional information.

#### PREMIER LISTING

*\$250 per year or \$150 for 6 months*

##### BENEFITS

Placement **at the top of** our Vendor Guide under “Featured Vendors”, with a dedicated page on our site. Each page features a short bio, an image or video gallery, social media links, and links to any previous features on Red Oak Weddings. Images and content can be updated quarterly.

Regular banner placement in our **homepage rotating banner**, with a direct link to your dedicated page.

Features will also receive placement in our homepage rotating banner, with a direct link to the feature.

Preference for wedding, engagement or styled shoot submissions. Members of the Vendor Guide are typically published 2-3 months **AHEAD** of our current editorial calendar.

Exclusive credit listing on all blog features, highlighted from the rest of vendors. Featured placement is also included for all social media posts.

Two (2) Meet-the-Maker posts per year, sharing a behind-the-scenes of your business, and allowing couples to know you on a more intimate level. Can be used to promote new launches, promotions or specials.

Social media shares on all platforms throughout the year.

Opportunities to participate in invitation-only events, including styled shoots and collaborations.

Reduced rates on sidebar advertising, and **FREE** event listings for classes, workshops or open houses (more info on page 3)

#### STANDARD LISTING

*\$125 per year or \$85 for 6 months*

##### BENEFITS

Placement in our Vendor Guide with a dedicated page on our site. Each page features a short bio, an image or video gallery, social media links, and links to any previous features on Red Oak Weddings. Images and content can be updated quarterly.

Preference for wedding, engagement or styled shoot submissions. Members of the Vendor Guide are typically published 2-3 months **AHEAD** of our current editorial calendar.

Exclusive credit listing on all blog features, highlighted from the rest of vendors. Featured placement is also included for all social media posts.

One (1) Meet-the-Maker posts per year, sharing a behind-the-scenes of your business, and allowing couples to know you on a more intimate level. Can be used to promote new launches, promotions or specials.

Social media shares on all platforms throughout the year.

Reduced rates on sidebar advertising, and **FREE** event listings for classes, workshops or open houses (more info on page 3)



# RED · OAK

## weddings

## ADDITIONAL ADVERTISING OPPORTUNITIES

### SIDEBAR ADVERTISING

*\$40 per month // \$100 for 3 months // \$200 for 6 months // \$380 for 12 months*  
**VENDOR GUIDE MEMBERS ONLY: \$120 for 6 months // \$200 for 12 months**  
*125x250 or 250x250 px*

Sidebar banners are a wonderful way for brand recognition among the local wedding community.  
Ad spots can be designed for a one-time-fee of \$25.

#### BENEFITS

*A spot on the sidebar of the homepage, and 7 additional pages on the site*  
*Adherence to artwork guidelines, so all sidebar advertising is similar in photo-to-text ratio and aligned with the Red Oak Weddings brand.*  
*Shares on all social media platforms*

---

### EVENT LISTINGS

*\$25 per event*  
**VENDOR GUIDE MEMBERS ONLY: free!**

#### BENEFITS

*A spot on our event page, with a description, photo, and link to purchase tickets (or, directly to your site)*  
*Shares on all social media platforms leading up to the event.*  
*Event + link included in our Bridal Newsletter*

---

### SPONSORED POSTS

*\$250 per post (photos provided by brand or business)*  
*or \$350 per post (photography and styling services provided by Red Oak Weddings)*

Sponsored posts are a perfect way to present your product or service to our audience in a unique way. Our readers believe in the products and businesses we support, and are always looking for new ways to support small businesses, artists and makers. Larger organizations are always welcome, especially when they offer a unique product or service that our readers may not have seen somewhere else.

#### BENEFITS

*Dedicated post for your product or service*  
*Up to 10 images showcasing your product or service*  
*Only one post-per-day so that it receives optimal traffic*  
*Promotion via all social media channels*