



Dear Wedding Vendor:

We, Lisa and LeeAnn, along with all of our sponsors, invite you to join us as we introduce local brides to wedding vendors from the North Texas area. Here is your chance to showcase your goods and services to North Texas couples. Don't miss this opportunity to participate in the Denton Bridal Show.

### **Social Media Advertising**

It is impossible for us to feature every vendor that is registered for the show on our social media leading up to the next show; however, we are offering the ability to purchase Ad spots if you want to guarantee that your business will be featured. You can purchase ad spots as an add-on to your booth registration, or separately under the "Ad Sales" tab at our website. All content must be approved by the Denton Bridal Show to ensure that it matches our aesthetic and brand. We will work with you to ensure your post/ad will really look great.

Ad options are:

Instagram/FB Story - \$35 per post

Instagram/FB Post & Story - \$70 per post

Featured Blog, with Instagram/FB Post and Story - \$180 per blog

### **Content Approval and Process for an Ad**

You will be working closely with our social media coordinator in selecting content for your purchased ad spot. You will NOT be paying for a takeover. You are paying for a custom post, story, or blog. Our social media coordinator will work with you to find images that match our aesthetic and brand without compromising the integrity of your brand and ad message.

You will be sent a content submission form to be filled out in accordance with the type of Ad spot you have purchased. Edits and suggestions will be sent to you for approval. The process of selection for photos will include submission of photos for our social media coordinator to choose from, suggest edits, or reject. Photos will need to be relevant to post content and easy to match to Denton Bridal Show aesthetic and curated social media feed.

We are excited to partner with you!

Lisa & LeeAnn