

# The start of Something Beautiful

## OBSERVER PUBLISHING COMPANY'S 2013 BRIDAL GUIDE

### A Full Color Glossy Bridal Magazine

*Publishes: April 10, 2013*

*Ad Reservation Deadline: March 13*

*Ad Approval Deadline: March 20*

*Print Quantity: 40,000 copies*



#### ***Distribution:***

- High traffic areas throughout Western Pennsylvania and beyond.
- Mailed directly to those who submit engagement notices in the *Observer-Reporter* or *The Almanac* newspapers.
- Mailed directly to those who respond to promotional advertisements both online and in print.
- Available at all three of the Observer Publishing Company offices (Washington, Waynesburg and McMurray).
- Additional copies provided to each participating advertiser for distribution at their business.
- Viewable online at both [observer-reporter.com](http://observer-reporter.com) and [thealmanac.net](http://thealmanac.net).
- Distributed through the *Observer-Reporter* and *The Almanac* newspapers in Washington, Canonsburg, McMurray and Mt. Lebanon.

#### ***Ad Sizes & Rates***

Size	Dimensions	Only
Full Page	7.5"w x 10"d	<b>\$1,850</b>
1/2 Page Horizontal	7.5"w x 4.875"d	<b>\$950</b>
1/2 Page Vertical	3.625"w x 10"d	<b>\$950</b>
1/3 Page Vertical	2.3125"w x 10"d	<b>\$650</b>
1/3 Page Square	4.9375"w x 4.875"d	<b>\$650</b>
1/6 Page Vertical	2.3125"w x 4.875"d	<b>\$360</b>
1/6 Page Horizontal	4.9375"w x 2.375"d	<b>\$360</b>
Block	2.3125"w x 2.375"d	<b>\$195</b>

*To reserve your ad space or for additional information contact  
an Observer Publishing Company sales consultant.*

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