



virtual **BRIDAL**  
SHOWCASE 2022  
The Tribune-Democrat **JOHNSTOWN**  
magazine

**VIRTUAL BRIDAL SHOWCASE GOES LIVE**  
**Sunday, January 30 | Noon**  
**on [JohnstownBridalShowcase.com](http://JohnstownBridalShowcase.com)**

**Our 16<sup>TH</sup> ANNUAL Bridal Showcase is now virtual**  
**and still the biggest bridal event in the area!**

This is the region's ultimate guide for engaged couples to plan their wedding! The official program will publish on Saturday, January 22, 2022 in The Tribune-Democrat and in our January issue of Johnstown Magazine. These two publications will provide couples with the resources, new ideas and advice needed to create the picture-perfect wedding day. Our website visitors will be able to find the best wedding vendors from across the region in a directory that will be available all year, 24 hours a day.

JohnstownBridalShowcase.com is a top destination for brides-to-be in our region. It features a wedding vendor directory including photos and video from each business, a blog featuring wedding tips and trends, and exclusive coupons and discounts for brides and their families - a great incentive for brides to shop with local wedding vendors.

All businesses that participate will receive a list of couples that register to receive coupons and enter for giveaways on the website. The Johnstown Bridal Showcase web site will be promoted with a \$50,000 advertising campaign. This campaign includes: print, digital, electronic media, social media platforms and on tribdem.com. We will continue to promote the Johnstown Bridal Showcase web site for all of 2022.

**IMPORTANT DATES**

Johnstown Magazine Brides Deadline:

**Wednesday, December 15, 2021**

Deadline for Official Program in The Tribune-Democrat:

**Tuesday, January 11th, 2022**

**JOHNSTOWN BRIDAL SHOWCASE VIRTUAL PACKAGES**

**PRESENTING SPONSORS \$2000**

- » Full page, full color ad in Johnstown Magazine
- » Full page, full color ad in the Tribune-Democrat Special Section
- » Leaderboard ad on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com)
- » Listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com) including up to 5 photos, business description, and contact information
- » Up to 2 minute video in vendor listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com)
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2022.
- » 20,000 impressions on [tribdem.com](http://tribdem.com) (directed to [johnstownbridalshowcase.com/sponsor](http://johnstownbridalshowcase.com/sponsor))
- » This package can be billed out over four months. (Dec. - March)

**GOLD SPONSORS \$1000**

- » Half page, full color ad in Johnstown Magazine
- » Half page, full color ad in the Tribune-Democrat Special Section
- » Big Ad on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com) (locked position)
- » Listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com) including up to 5 photos, business description, and contact information
- » Up to 2 minute video in vendor listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com)
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2022.
- » 15,000 impressions on [tribdem.com](http://tribdem.com) (directed to [johnstownbridalshowcase.com/sponsor](http://johnstownbridalshowcase.com/sponsor))
- » This package can be billed out over three months. (Dec. - February)

**SILVER SPONSORS \$500**

- » Quarter page, full color ad in Johnstown Magazine
- » Quarter page, full color ad in the Tribune-Democrat Special Section
- » Listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com) including up to 5 photos, business description, and contact information
- » Up to 2 minute video in vendor listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com)
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2022.
- » 10,000 impressions on [tribdem.com](http://tribdem.com) (directed to [johnstownbridalshowcase.com/sponsor](http://johnstownbridalshowcase.com/sponsor))

**BRONZE SPONSORS \$350**

- » Bronze sponsor receives:
- » 1/6 page ad, full color ad in Johnstown Magazine
- » 7 inch ad in the Tribune-Democrat Special Section
- » Listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com) including up to 5 photos, business description, and contact information
- » Up to 2 minute video in vendor listing on [johnstownbridalshowcase.com](http://johnstownbridalshowcase.com)
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2022.
- » 10,000 impressions on [tribdem.com](http://tribdem.com) (directed to [johnstownbridalshowcase.com/sponsor](http://johnstownbridalshowcase.com/sponsor))

**DIGITAL EVENT TARGETING \$750**

- » 50,000 digital impressions and event targeting the Bridal Showcase then following the brides 30 days afterward wherever they search online!
- » Includes one set of full color online display ads, \$750 investment

**JOHNSTOWNBRIDALSHOWCASE.COM**