

# WeddingChannel.co.za

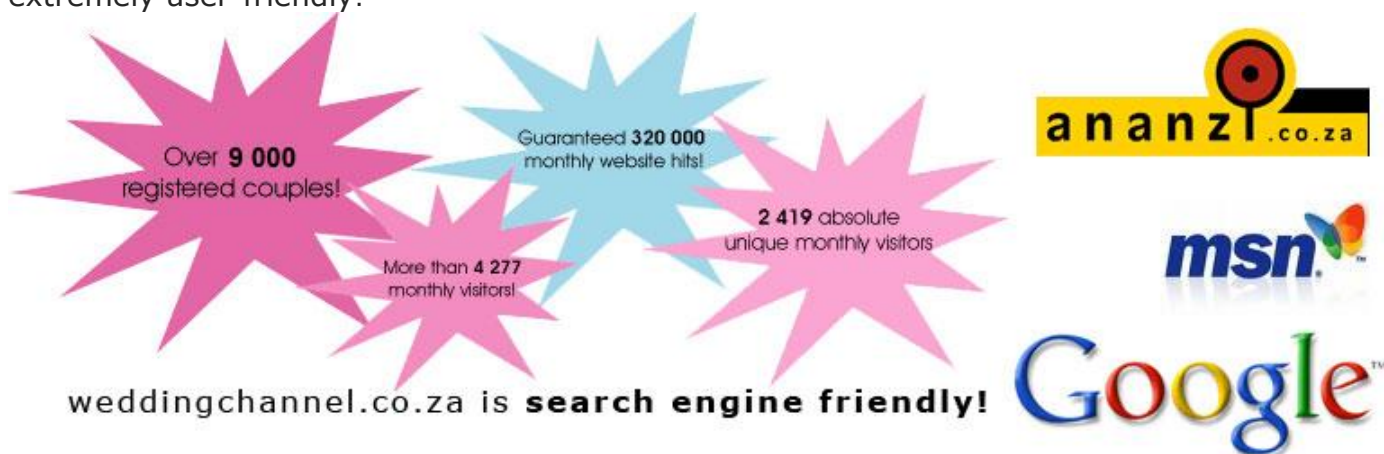
## WEDDING CHANNEL PARTNER REGISTRATION FORM

### ABOUT WEDDINGCHANNEL.CO.ZA

As an informative platform for all couples intent on getting married, or those involved in the planning of a wedding, weddingchannel.co.za serves as a one-stop site for them to organize and plan their big day. Weddingchannel.co.za provides couples, not only with some unique online planning tools to assist with the planning of a wedding, but also with a portal to some of the country's top wedding partners, from Bride & Co's wide selection of wedding dresses, bride's maid dresses and jewelers to invitations, photographers, florist, hair and make-up artists, caterers and much more.

### WHY ADVERTISE?

Weddingchannel.co.za is designed BY the couple FOR the couple...it's informative, innovative and extremely user-friendly!



**SAVE MONEY** - Compare the costs of conventional advertising as opposed to web advertising. Web advertising is far more cost-friendly and there is no comparison to the amount of people you can reach at incredibly reasonable rates!

**GET ON THE INTERNET** - Most couples do research on the internet prior to their SPECIAL DAY, however, the tools being offered by some sites are not helpful nor as cost efficient!! The internet today is THE MOST USED TOOL when doing research.

**BE A PART OF HIGH TRAFFIC EXPOSURE!** - The search engines will first pick up and display older and more popular sites. Be a part of our high traffic!!

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## **GREAT REASONS TO JOIN!!**

- 1. PHENOMENOL EXPOSURE! LAUNCHED ON NATIONAL TELEVISION ON IN NOVEMBER 2007.**
- 2. SINCE TV LAUNCH, WEDDINGCHANNEL.CO.ZA RECEIVES OVER 300 000 HITS PER MONTH!**
- 3. WE HAVE OVER 9000 REGISTERED WEDDING COUPLES!**
- 4. ON AVERAGE 6.30 MINUTES SPENT PER COUPLE ON THE SITE DAILY.**
- 5. SAVE MONEY!** - Compare the costs of conventional advertising as opposed to web advertising. Web advertising is far more cost friendly and, there is no comparison to the amount of people you can reach @ incredibly reasonable rates!!
- 6. GET ON THE INTERNET!** - Most couples do research on the internet prior to their SPECIAL DAY, however, the tools being offered by some sites are not helpful nor as cost efficient!! The internet today is THE MOST USED TOOL when doing research.

Take a look at the planning tools that we at Weddingchannel.co.za offer and compare...

- 7. COUPLES HOME PAGE** - Allows couples to create their own home page with pictures.)
- 8. BUDGET CALCULATORS** - Allows couples to enter their wedding budget, the calculator does the math and percentages automatically)
- 9. TABLE LIST MANAGER** - This site is aimed directly at the NEW BRIDAL COUPLE covering all their needs. We have over 20 categories related to WEDDINGS.

Advertising your business on Weddingchannel.co.za is the most cost-effective way to advertise online. Weddingchannel.co.za is listed highly on both LOCAL and INTERNATIONAL search engines to ensure your exposure is maximized.



## WHY ARE WE DIFFERENT FROM OTHER SIMILAR WEBSITES??

Our main aim is to always increase and keep traffic coming to the website by:

1. Phenomenal exposure! Launched on national television in November 2007 (3-Talk, SABC 3). After the TV launch, weddingchannel.co.za received over 300.000 hits.
2. We advertise on the covers of major bridal magazines and we are present at bridal shows. We don't just rely on the internet search engines.
3. We offer planning tools for bridal couples which brings them back to the site often, even after the wedding.
4. We currently have approximately 7500 registered wedding couples who receive a newsletter every two weeks with articles of interest and featured advertisers. (This figure increases exponentially as their family, friends and acquaintances visit their page regularly to see photos, etc.)
5. A recent traffic report from Google analytics show that our website receive an average of 461 page visits per day, of which only 12% are returning visitors and 6 minutes are spent per visitor on the site.
6. **YOU DON'T PAY FOR LEADS!** When a subscriber indicates interest in your category, an immediate email is sent to you with their details, **FOR FREE!**
7. You have access to your page and can change it at any time without waiting for us. Upload artwork, photos, change contract details, all at your own convenience and as often as you like. No waiting for lengthy approvals from webmasters.
8. The site is user-friendly and simple to navigate. No irritating pages within pages within pages.

Here are the planning tools that we at Weddingchannel.co.za offer to our subscribing couples which keep them coming back to the website:

- **Couple's Own Home Page**
- **Table Layout Planner**
- **Planning Calendar**
- **Service Provider Manager**
- **Budget Calculator**
- **Photo Albums**
- **Gift Registry**
- **Guest List Manager**

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## OUR AIMS

- ❖ We aim to be active in all 9 provinces catering to the specific needs of the couple.
- ❖ We aim to re-launch on national television in 2010.
- ❖ We aim to continue to follow trends, inform our members, and do whatever it takes to make Weddingchannel.co.za the most user-friendly, informative wedding site in South Africa.
- ❖ We aim to cover all types of weddings e.g. traditional, religious and out-of-the-ordinary.

What some of our existing advertisers have to say:

**We would like to thank you for your support, and would like it known that we had more hits from your website than any of the other sites we have partnered with.**

***Barry Meehan – It's a Woman's World***

### ***Creative Events***

**All of us at ICT Designs studio are so very, very excited about the response that we have had since we have registered as a Wedding Channel partner. We counted this morning we have received 80 email requests in one week, it is great. Thanks for taking us on to fly with you.**

***Isabel Thomys – ICT Designs***

## **Contacts:**

<ul style="list-style-type: none"><li>❑ <b>Elmien Lyth</b></li><li>❑ Sales &amp; Marketing</li></ul> Cell: 083-264 1736 Fax: 086 636 6583 Email: <a href="mailto:elmienl@brideandco.co.za">elmienl@brideandco.co.za</a>	<ul style="list-style-type: none"><li>❑ <b>Delon Cheketri</b></li><li>❑ Website Support</li></ul> Cell: 083-4064890 Fax: (011) 477-6957 Email: <a href="mailto:delon@fusebox.co.za">delon@fusebox.co.za</a>	<ul style="list-style-type: none"><li>❑ <b>Alexandra Fagri</b></li><li>❑ Website Support</li></ul> Cell: 083-4070746 Fax: (011) 477-6957 Email: <a href="mailto:alex@fusebox.co.za">alex@fusebox.co.za</a>
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## PRICE LIST

### GAUTENG PRICES 2010

(all quoted prices include VAT)

#### ● PRICES FOR A FULL COLOUR PAGE LISTING

- ❖ **R2388 pa** - First page listing
- ❖ R1370 pa - Second page listing
- ❖ R915 pa - Third page listing



#### ● BANNER ADVERTS ON HOME AND/OR REGIONAL PAGE

- ❖ **TOP ROLLING ADVERT:**  
Home page: R2280 pm  
(minimum contract 6 months)  
Includes a maximum of 4 pages free listing
- ❖ **SIDE ROLLING ADVERT:**  
Home page: R1140 pm  
(minimum contract 6 months)  
Includes a maximum of 4 pages free listing

#### ● PAYMENT OPTIONS

- ❖ EFT within 7 days of this contract
- ❖ Once-off up-front payment debit authorisation
- ❖ 3 month debit authorisation for rolling advert contract
- ❖ Credit Card payment on budget facility - maximum of 6 months. If taken in conjunction with rolling ads, budget period on credit card is negotiable over a longer period.

#### THE COSTS INCLUDE:

- Setup fee on weddingchannel.co.za
- Personal login details provided for you to upload content or make changes to your sub-site
- Links to your own business-related website

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## WHAT DO I GET?

- 12-month membership to advertise on Weddingchannel.co.za which includes a customized webpage on Weddingchannel.co.za.
- Your own Sub-Site within Weddingchannel.co.za which can be designed and edited by you!
- A page hit counter to see how many visitors view your sub-site.
- Login details to edit your sub-site whenever you wish.
- A listing under your relevant category TYPE.
- Should you wish to list under numerous areas or numerous categories, a special package is available.
- You receive the log-in details and "own" your page for the period of your contract which enables you to edit it at any time.
- Whenever a couple registers and shows an interest in your category, an immediate automated mail is sent to you with the couple's contact details, bringing you closer to them.

## WHAT IS THE PROCESS?

- Please complete the attached REGISTRATION FORM and fax to **086 636 6583**.
- You will then be contacted by one of our sales team to confirm your details.
- On receipt of your payment details and your registration form, your sub-site will be registered on the weddingchannel.co.za website.
- On completion of the registration of your sub-site, we will notify you via email as to how your sub-site can be designed and edited.
- If you have any further questions, please don't hesitate to contact us. You can fill out our online contact form or email us directly at [elmienl@brideandco.co.za](mailto:elmienl@brideandco.co.za)

*Please familiarize with our terms and conditions on [www.weddingchannel.co.za](http://www.weddingchannel.co.za) before filling in the registration.*

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## Advertising Registration Form

**(Please complete both this form and the Payment Instruction Form which follows)**

- Service / COMPANY Name: \_\_\_\_\_
- Your FULL Contact Name: (Full name please) \_\_\_\_\_
- Your position (owner, manager, marketing) \_\_\_\_\_
- Your E-mail Address: \_\_\_\_\_
- Please Verify / Repeat Your E-mail Address: \_\_\_\_\_
- Web Site Address: (if available) \_\_\_\_\_
- Telephone: (please include dialling codes) \_\_\_\_\_
- Fax: \_\_\_\_\_
- Mobile: \_\_\_\_\_
- Postal Address: \_\_\_\_\_
- Town / City: \_\_\_\_\_
- Postal Code: \_\_\_\_\_

Service Provider's Contact and Listing details: **(as they should appear in the advertisement)**

- Contact Number: \* \_\_\_\_\_
- E-Mail: \* \_\_\_\_\_
- Physical Address: Street name & number: \_\_\_\_\_
  - Suburb: \_\_\_\_\_
  - Town or City: \_\_\_\_\_
  - Post Code: \_\_\_\_\_
  - Province: \_\_\_\_\_

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- Service type: e.g. Photographer, wedding coordinator etc. Please provide a very short description: (for record purposes only).
- 
- 

- Contract type: *(please select)*

**Top Rolling ad Home/Regional Page** R \_\_\_\_\_

**Side Rolling ad Home/Regional Page** R \_\_\_\_\_

**Listings: Pages**  1  2  3 R \_\_\_\_\_

- Payment type: *(please select)*

**EFT** for full payment within 7 days of date of this Contract (failing which I authorise Wedding Channel to draw the amount against my bank account as per the attached Payment Instruction form)

**Once-off payment** to be drawn against my bank account

**Credit Card** payment – budget 6 months

**3 month** debit authorisation (for Rolling Ad contracts only)

- VAT NO. (if applicable) \_\_\_\_\_

- Note: Please ensure that you have familiarised yourself with the Terms & Conditions on the weddingchannel.co.za website when signing this form.

- Once your registration has been approved we will send you a list of materials required for the set up of your advertisement. (You should hear from us within 48 hours – i.e. on working days).

## Confirmation and agreement - Please confirm the following before signing the form:

- I herewith confirm that I am authorised to order this advertisement on behalf of this organisation.
- I confirm that I have read the Terms & Conditions and by submitting this form, I agree to the terms and conditions.



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• Full name: \_\_\_\_\_

• Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT INSTRUCTION FORM

DATE : \_\_\_\_\_

FROM : \_\_\_\_\_

ADDRESS : \_\_\_\_\_

TO : Bride & Co – Service Division

Dear Sirs

**INCEPTION DATE:** \_\_\_\_\_

**EXPIRY DATE:** \_\_\_\_\_

The details of my/our bank account are as follows:

<b>BANK</b>		<b>BRANCH</b>	
<b>ACCOUNT NUMBER</b>		<b>BRANCH CODE</b>	
<b>TYPE OF ACCOUNT</b>	<input type="checkbox"/> Current (Cheque)	<input type="checkbox"/> Savings	<input type="checkbox"/> Transmission

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<b>PAYMENT TYPE</b> <i>(please select)</i>	<input type="checkbox"/> Once-off payment R _____ <input type="checkbox"/> Debit order R _____ pm for 6 or 12-month contract (Rolling Ads only) <input type="checkbox"/> Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Credit Card Budget – maximum 6 months Number: ..... Expiry date: ..... CVV No. .... Name on Card: ..... <input type="checkbox"/> EFT <b>NAME:</b> <b>BANK:</b> <b>BRANCH:</b> <b>ACCOUNT NO.:</b>
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I/We hereby "instruct and authorise" you to draw against my/our account with the abovementioned bank (or any other bank or branch to which I/we may transfer my/our account) the sum of R \_\_\_\_\_ (amount in words),

"the amount necessary in payment of the monthly installment/premium due in respect of the abovementioned agreement" on \_\_\_\_\_ day of each and every month commencing on \_\_\_\_\_ and continuing until termination of our agreement. All such withdrawals from my/our bank account by you shall be treated as though they had been signed by me/us personally.

I/We understand that the withdrawals hereby authorised will be processed through a computerised system provided by the South African Banks and I also understand that details of each withdrawal will be printed on my bank statement or on an accompanying voucher.

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I/We agree to pay any bank charges relating to this debit order instruction.

This authority may be cancelled by me/us by giving you thirty days' notice in writing, sent by prepaid registered post, but I/we understand that I/we shall not be entitled to any refund of amounts which you have withdrawn while this authority was in force, if such amounts were legally owing to you. Receipt of this instruction by you shall be regarded as receipt thereof by my/our bank (whichever it is or will be).

**ASSIGNMENT:** I/We acknowledge that the party hereby authorised to effect the drawing(s) against my/our account may not cede or assign any of its rights to any third party without my/our prior written consent and that I/we may not delegate any of my/our obligations in terms of this contract/authority to any third party without prior written consent of the authorised party.

**NOTE: A cancelled cheque must be attached for bank identification purposes. (Current Accounts only).**

Signed ..... on this ..... day of .....

ASSISTED BY: .....  
(where legally necessary)

.....  
SIGNATURE AS USED FOR SIGNING CHEQUES

.....  
CAPACITY .....