

AVADENA

KERN COUNTY'S LUXURY WEDDING COMMUNITY



Avadena was created to beautifully showcase and promote Kern County's talented wedding professionals to newly engaged couples in the community.

MEDIA KIT

Free Marketing Seminars!

Join our team of marketing professionals and learn about trending topics like social media, website tips, email marketing and more!

Monthly Email Newsletter

Get the monthly scoop on the wedding industry in Kern County! Learn about new members, upcoming events, community growth and more!

Scan the QR code below
and **get started** today!



PEARL

Our gift to you!

EMERALD

membership

\$42 / month

SAPPHIRE

membership

\$120 / month



Includes all benefits of **Emerald**

Take your place among Kern County's
luxury wedding community!

- Company Name
- Google Map / Address
- Description
- Phone Number
- Phone Number
- Single Category
- Operating Hours

*Join the community and
let's grow together!*

- Quality Referrals
- Social Media Marketing
- Included in our Wedding Planner
- Enhanced Business Profile
 - Logo displayed, social media links
 - Business listed under multiple service categories! (DJ, lighting, etc.)
- Personalized Member Support

*Experience the best of
Aradena!*

- Highlighted once a month on both Instagram and Facebook!!
- Ad in Instagram Highlights
- Marketing Collaboration
- Professional Profile
 - Photo Gallery (8 Photos)
 - Promotional Video (Link)

<i>Join the community!</i>		EMERALD \$42/month	SAPPHIRE \$120/month
Online Wedding Directory		★	★
Quality Referrals Quality couples referred to you on a personal level.		★	★
Social Media Marketing Reach larger audiences as we share and engage with your brand on social media.		★	★
Included in Wedding Planner Couples instantly receive our wedding planner when they register with Avadena.		★	★
ENHANCED PROFILE	Logo Prominently Displayed	★	★
	Social Media Links (Instagram, Facebook, etc.)	★	★
	Multiple Service Categories (DJ, lighting, etc.)	★	★
	Interactive Photo Gallery (8 photos)		★
	Promotional Video (Link)		★
Highlighted Monthly Have your business featured once a month on both Instagram and Facebook.			★
Ad in Instagram Highlights A beautiful ad in our highlights located at the top of our Instagram page.			★

ADDITIONAL MEMBER BENEFITS

Access to our team of ADVERTISING & MARKETING EXPERTS

Website Design

Creating beautiful websites that engage!

- 100% Custom!
- Managed Updates
- Secured Hosting + SSL
- Search Engine Optimization

TV & Radio

Deliver a message to your local market.

- Television
- Radio
- Production
- Planning

Billboards

The power of outdoor brand awareness.

- Location Research
- Creative Design
- Print & Production
- Content Writing

Social Media

Build meaningful conversations!

- Content Creation
- Design & Creative
- Hashtag Research
- Automated Scheduling

Digital Marketing

Streamlined strategies across multiple platforms.

- Email Marketing
- Google AdWords (PPC)
- Social Media (PPC)
- Yelp (PPC)

Print

Brochures, postcards, signs, apparel and more!

- Design & Creative
- Quality Materials
- Promotional Merchandise
- Delivery & Fulfillment

A team of marketing experts that are passionate about brand growth!

OUR BEAUTIFUL

WEDDING PLANNER

Our gift to all engaged couples that register!

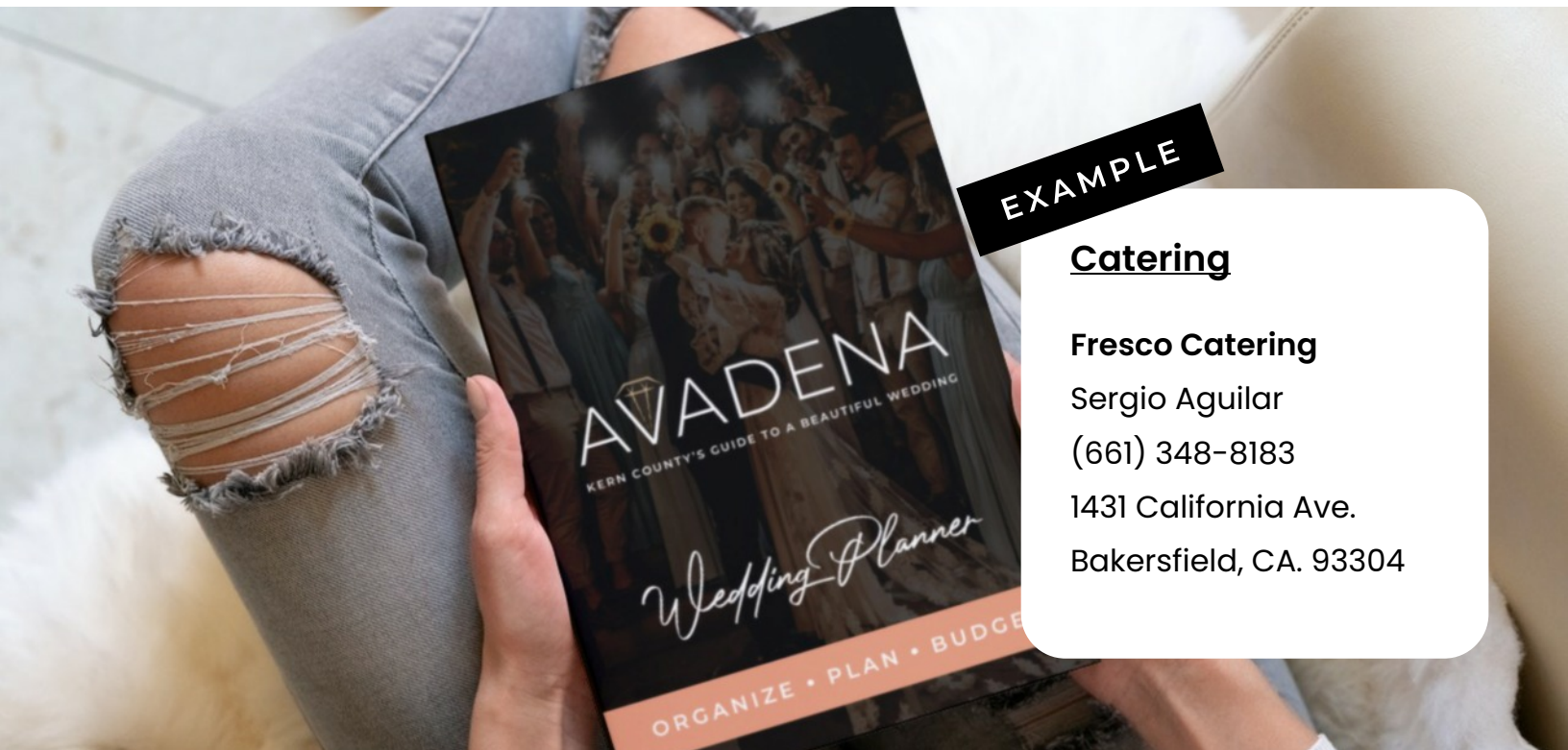
Our Print-Friendly Planner!

All Emerald and Sapphire members are included in this directory.



Helping couples save time, stay organized, and on-budget for their big day. Featuring a strategically planned timeline that guides couples on a detailed 'to-do' list up till the morning of their wedding. Featuring a local directory of all our members, this planner is truly one-of-a-kind for Kern County locals. Printer - friendly, this planner is meant to stay at the side of couples as they plan.

* Our wedding planner is sent out to engaged couples immediately as they register.



Catering

Fresco Catering

Sergio Aguilar

(661) 348-8183

1431 California Ave.

Bakersfield, CA. 93304

Learn more by visiting Avadena.com
hello@avadena.com | (661) 230-7602

CATEGORY SPONSOR

Stand out and be seen first!



GRAB 'EM

WHILE THEY'RE HOT!

Limited to 3 businesses per category.

\$320 / month

With only 3 available per category,
these spots are available on a
first-come-first serve basis.

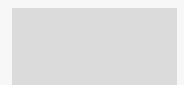
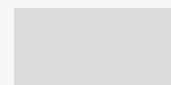
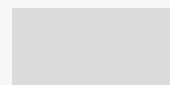
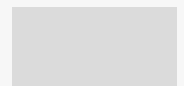
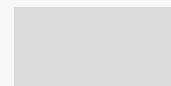
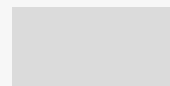
**Available to members only.*

SERVICE CATEGORY

1

2

3



SERVING KERN COUNTY'S

ENTIRE WEDDING INDUSTRY

With over 30 service categories, there's a place for everyone!

Artists & Bands

Bartenders & Servers

Beauty Specialists

- Makeup
- Nail
- Hair
- Eye Brows
- Eye Lashes
- Massage Therapists
- Tanning
- Teeth Whitening
- Waxing

Cakes & Dessert

Catering

Décor & Rentals

Disc Jockeys (DJ's)

Dresses & Gowns

Favors & Gifts

Florists

Health & Wellness

Invitations

Jeweler

Lighting

Medical Aesthetics

Officiants & Ministers

Photo Booths

Photographers

Planners

Registries

Resources

Transportation

Travel Agents

Tuxedos & Suits

& More!



Learn more by visiting [Avadena.com](https://www.avadena.com)
hello@avadena.com | (661) 230-7602

WEBSITE BANNERS



Homepage Banners

Make an impacting first impression with a large banner on the homepage.

ACTUAL SIZE

540 x 245 Pixels

2 Spaces Available

\$820 per month

Footer Banners

Located on the footer of every page on the Avadena website.

ACTUAL SIZE

540 x 186 Pixels

2 Spaces Available

\$620 per month

TO INQUIRE ON ADVERTISING

Have a question? Please email
wendy@avadena.com or call **(661) 218-2413**.

EMAIL MARKETING



Monthly Newsletter Ads

Sent Monthly (recurring)

Our couples newsletter goes out once a month to local engaged couples who are subscribed. The newsletter highlights new members, wedding ideas, hits/tips, and more.

ACTUAL SIZE

250 x 250 Pixels

6 Spaces Available

\$320 per month

Welcome Email Ad

Sent on signup (once)

As soon as someone registers or enters to win a contest, they are automatically sent a beautiful 'welcome' email from Avadena. It's sent immediately as soon as they register or enter a giveaway!

ACTUAL SIZE

250 x 250 Pixels

4 Spaces Available

\$220 per month

TO INQUIRE ON ADVERTISING

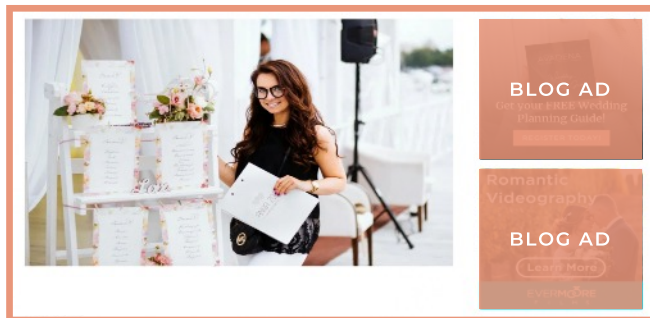
Have a question? Please email
wendy@avadena.com or call (661) 218-2413.

BLOG BANNERS



Blog Ad

Located on the right side of every blog article that comes from Avadena.



- Ads displayed to the right of each blog.
- Ads displayed on every blog page.
- New articles written every month.

ACTUAL SIZE

300 x 300 Pixels

3 Spaces Available

\$550 per month

TO INQUIRE ON ADVERTISING

Have a question? Please email
wendy@avadena.com or call (661) 218-2413.

OUR AUDIENCE

**CONSISTENT
Growth!**

Location

Bakersfield (98%)

Other - Kern County (2%)

Age Range

18 - 24 (12%)

25 - 34 (54%)

35 - 44 (25%)

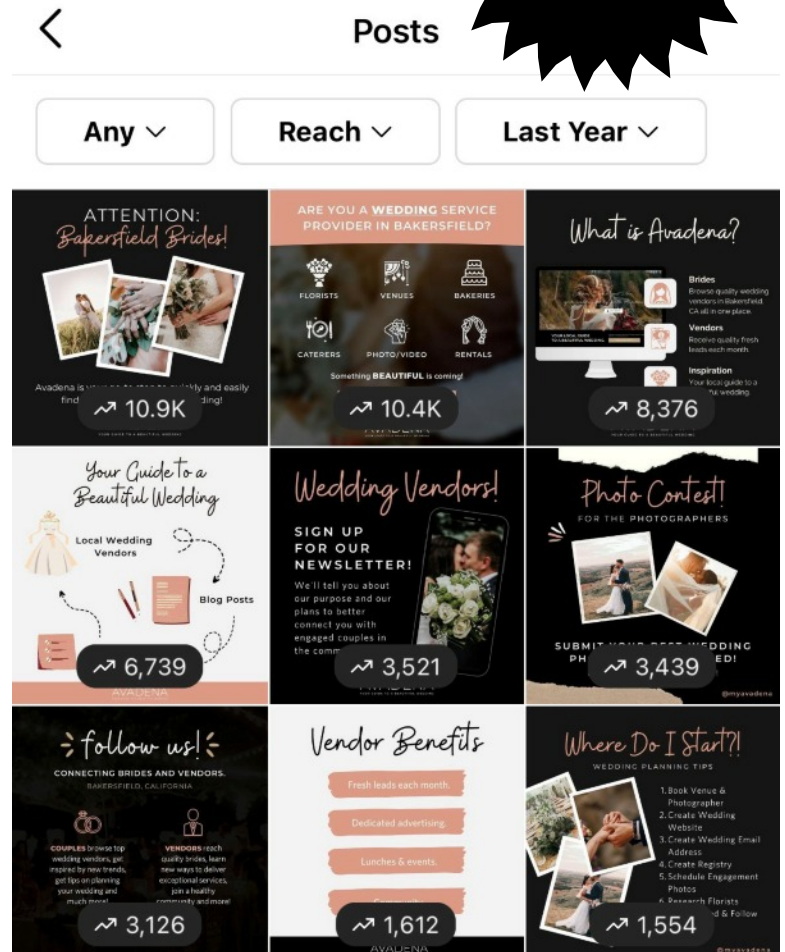
45 - 54 (7%)

55 - 64 (2%)

Gender

Female (88%)

Male (12%)



TO INQUIRE ON ADVERTISING

Have a question? Please email
wendy@avadena.com or call (661) 218-2413.

COMING SOON!



Shops BY AVADENA

Shop local gifts, favors, stylish clothing, and more online from your favorite small businesses!

BRIDAL *Events*

Let's give engaged couples an experience they won't forget.



Learn more by visiting [Avadena.com](https://avadena.com)
hello@avadena.com | (661) 230-7602



THANK YOU!

For the support, the shares, and the **love!**

A LETTER FROM THE CREATOR

I'd like to personally welcome you to my dream, my vision for a strong and independent wedding community. Let your dreams carry you and let your passions bring you the world you deserve. – Matt Molina

Our Promise

We promise to hold member success above all else, to only support small businesses that reside in Kern County, and to listen as needs arise. We promise to hold our community and leadership standards at the highest level to best represent a professional and strong wedding community. Lastly, we promise to never stop growing, to keep pushing our hardest to path new avenues for our community members. We are a team of content creators, designers, and planners – a team working together for you!