



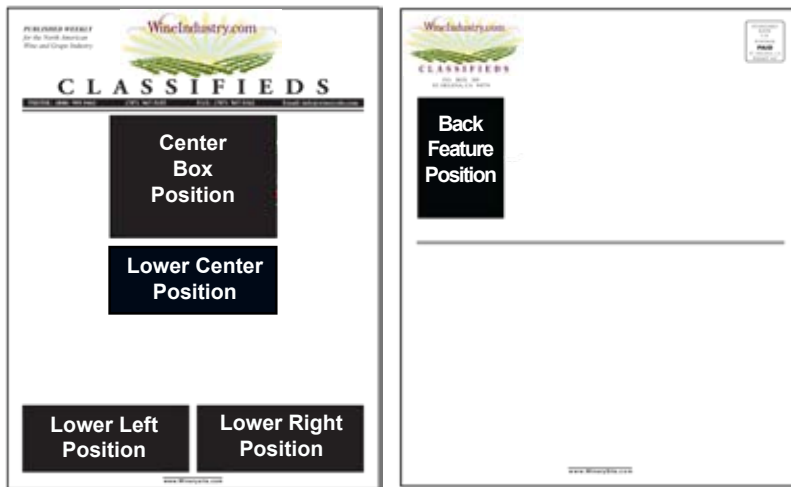
**2017 MEDIA KIT
& PLANNING GUIDE**

WineIndustry.com Classifieds Print Display Advertising

WineIndustry.com Classifieds offers a number of different sizes and types of display ads within our print publication to serve your needs. This is a chance to have your ad noticed by our 7,500 weekly readers. Our "Prime Advertising Position" ads are located in what we believe to be the best and most viewed locations in our publication. Our regular display ads offer much more recognition than a classified ad, allowing the advertiser to insert logos and small photos if desired. To book your display ad contact us at (800) 995-9463 or info@wineindustry.com

Prime Advertising Positions

Prime placement within the publication. Front Center Box, Front Page Lower Left & Right Corners and Back Address Page ads.



- Center Box Position: 3.75" wx 2.75" h - \$430/insertion
- Lower Center Position: 3.75" wx 1.5" h - \$260/insertion
- Lower Left Position: 3.75" wx 1.5" h - \$260/insertion
- Lower Right Position: 3.75" wx 1.5" h - \$260/insertion
- Back Feature Position: 1.75" wx 2.75" h - \$230/insertion

Non-Prime Display Advertising

Featured ads within a specific category. Dimensions and price are based upon column-inches. Each issue allocates approximately 25% of its ad space to display ads. Display ads will be sold on a first come, first served basis.

Standard Column Widths: (rates based on column inch x height)

- 1 column - 1.75" w - \$64/column inch
- 2 column - 3.75" w - \$128/column inch
- 3 column - 5.75" w - \$192/column inch
- 4 column - 7.25" w - \$256/column inch

Frequent Advertiser Discounts

Display ads qualify for multiple-insertion discounts, with the size of the discount dependent upon the number of insertions contracted for. Print advertising combines with online banner advertising for frequency discounts. The discount structure is as follows:

- 2-5 insertions.....5%
- 6-10 insertions.....10%
- 13-25 insertions.....15%
- 26+ insertions.....20%

If, during the contract period, the advertiser increases or decreases the number of insertions, the account may be subject to review to determine whether any additional billing or credit adjustments are necessary.

WineIndustry.com Classifieds Online Advertising

The following banner advertising options are available on our website, in our Ad Blasts and in our Email Ad Alerts. These positions are sold on a first come, first served basis, and may be bundled with other print publication advertising to receive greater discounts. Contact us at (800) 995-9463 or info@wineindustry.com

Website Banner Ads: www.wineindustry.com

Home Page



Website Home Page

Rotating Banner Position* - 300p w x 250p h - \$400/mo.
*Banners rotate upon page refresh

Weekly Ad Blast Banner Ads: (Emailed every Tuesday to over 25,000 wine industry members)

Top Horizontal Position - 592 p w x 60 p h - \$400/mo.
Lower Horizontal Positions - 592 p w x 60 p h - \$320/mo

Daily Email Ad Alert Banner Ads: (Emailed daily to over 7,500 registered users)

Horizontal Positions - 592 p w x 60 p h - \$320/mo

Deadlines

Print deadline is 12:00 (noon) Tuesday to have your display ad run in a Friday issue. Ad Blast deadlines are Friday by 10am for the following Tuesday mailing. Website deadlines are at the discretion of the Production Manager.

Layout Specifications

Print File Formats: .pdf. Black & white ads are preferred, however color ads with dark colors can work. Color versions of ads will be accepted in addition to black & white version as color ads can be used on the PDF form of the publication appearing on our website. Graphic files used should be at least 300dpi. Files should be electronically submitted to: info@wineindustry.com.

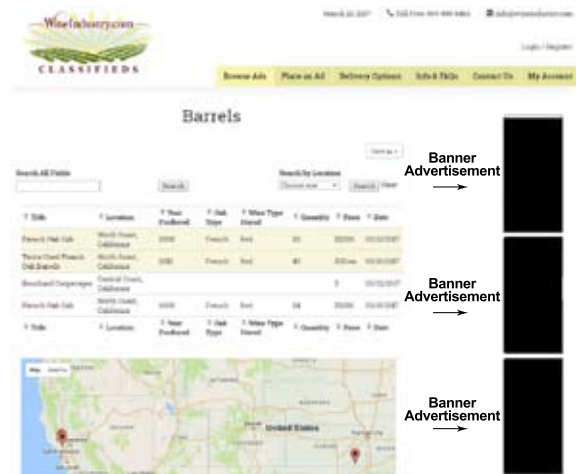
Advertiser Services

We offer basic design and production services at no additional cost and limited to two (2) revisions. Please contact us at (800) 995-9463 for more information.

Artwork Policy

All artwork created by WineIndustry.com Classifieds, WineIndustry.com is the property of the publisher and may not be reproduced without permission of the publisher.

Category Page



Website Category Page

Rotating Side Banners* - 120p w x 240p h - \$320/mo
*Banners rotate upon page refresh