



V&WM Products  
Vineyard & Winery  
Trade Publication

Annual Directory &  
Products Guide (DPG)

Wine Industry Phone Book

Wineries Unlimited  
Trade Show

Vineyard & Winery  
Technical Seminars

International Eastern  
Wine Competition

Grand Harvest  
Awards Competition

West Coast Wine  
Competition

Internet Services

Sales Offices

West Coast  
P.O. Box 2358  
Windsor, CA 95492-2358  
Phone: (707) 836-6820  
Fax: (707) 836-6825

East Coast  
QEM  
3960 Post Road  
Warwick, RI 02886  
Phone: (401) 885-5830  
Fax: (401) 886-8020

Business & Circulation

P.O. Box 231  
Watkins Glen, NY 14891  
Phone: (607) 535-7133  
Fax: (607) 535-2998

Website:

[www.vwm-online.com](http://www.vwm-online.com)

# Ad Guidelines

## MECHANICAL SPECIFICATIONS

Bleed Plate Sizes: 8 1/2" x 11 1/4", spread 17" x 11 1/4"

Column Width: 13 pica

Paper Stock: 70 lb coated stock, perfect bound

Trim Size: 8 1/4" x 11"

Email files to: [adproduction@vwm-online.com](mailto:adproduction@vwm-online.com)

## REQUIRED ARTWORK

Files may be emailed or submitted on disk. PDF, TIFF, or EPS files with all fonts and graphics embedded in or downloaded with the file are preferred. Graphics should be 300 dpi for best results. Include the company name and issue in the file name. Also accepted are files from Adobe Photoshop, Illustrator, Quark, PageMaker, or InDesign with all links and fonts included. We are unable to return disks as they serve as a backup for your ad.

Because of Direct-to-Plate printing processes, there is a US\$100 surcharge for camera-ready veloxes, film negatives, right reading, emulsion side down, screen 150, or any color separations with a color key. Printer charges additional for changes to standing material. Unless otherwise requested, artwork will be disposed of 12 months after publication.

## AGENCY COMMISSION

Fifteen percent (15%) commission paid to agencies listed in the Standard Directory of Advertisers and Agencies. No commissions paid on space under 1/6 page or outstanding accounts over 90 days.

## SPACE RESERVATION

Phone orders accepted when immediately followed by written confirmation or insertion order. Space reservation commits advertiser to space ordered unless canceled prior to closing dates.

## CANCELLATION

Advertiser is contractually responsible for any advertising that is cancelled after closing dates.

## DISCOUNTS AND BILLING

Rates shown are for camera ready advertising materials. Discounted rate billed on all advance multiple insertion orders. In the event of cancellation of multiple insertion orders, space used will be billed at a one-time rate. Past due accounts over 30 days will be billed a finance charge of 1 1/2 percent per month.

## TERMS AND CONDITIONS

Publisher is not bound by conditions printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth on our rate card. Insertion orders made by the advertiser or agency represents an acceptance by the advertiser of all terms and conditions of the rate card applicable to the issue in which the insertion is to be published. All advertisements are subject to publisher's approval.