



# MEDIA KIT 2011

800.535.5670 vwm-online.com

Vineyard & Winery  
**Management**

## Advertising Insertion Order

Please complete this form and mail or fax to your regional representative.

**East Coast—Bob Mignarri**  
3970 Post Road, Penthouse #2  
Warwick, RI 02886  
Phone 401.885.8788 x11  
Fax 401.886.8020  
bmignarri@vwm-online.com

**West Coast—Mary Jansen**  
PO Box 2358, Windsor, CA 95492  
Phone 800.535.5670 x109  
Fax 707.577.7705  
mjansen@vwm-online.com

Regular Magazine Issue Publication Dates ..... Jan 1, Mar 1, May 1, Jul 1, Sep 1 Nov 1  
Closing Date of Sale ..... 45 days prior to publication  
Camera Ready Artwork Due ..... 30 days prior to publication  
Wine Industry Index ..... Jan 1 (deadline Oct 1 of prior calendar year)  
Wineries Unlimited Program ..... Inquire  
Send Artwork to ..... adproduction@vwm-online.com

Company Invoiced \_\_\_\_\_

Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Billing Email \_\_\_\_\_

Web Site \_\_\_\_\_

Client of Ad Agency \_\_\_\_\_


V&WM Representative \_\_\_\_\_

Date \_\_\_\_\_

Product or Service \_\_\_\_\_

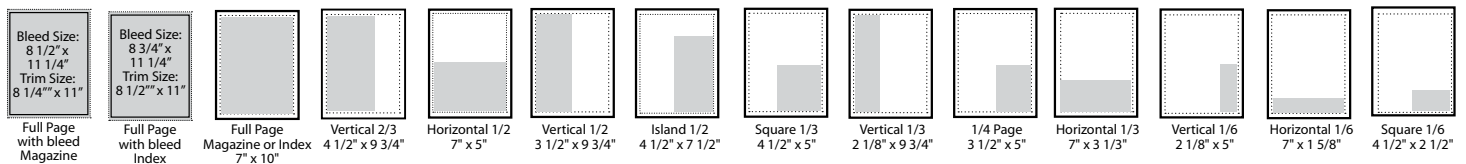
Artwork Instructions \_\_\_\_\_

Guaranteed Placement (see rate sheet for pricing)  Yes  No

 Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_ Email \_\_\_\_\_

Email Confirmation  Yes  No Email Attached  Yes  No



	'10	'11	'12	B/W	4-COLOR	SIZE	RATE
JAN/FEB	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
MAR/APR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
MAY/JUN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
JUL/AUG	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
SEP/OCT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
NOV/DEC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
WINEDEX®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
WU PGM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____

**File Types:** 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, or InDesign with all links and fonts included. We are unable to return disks as they serve as a backup for your ad. All clients or advertising agencies are responsible for proofing their own artwork. In the event that material received is not in final form or the file needs updates/changes by our production department, you will be assessed a fee of \$60 per hour. **Cancellation/Payment Agreement Terms:** Advertiser is contractually responsible for any advertising that is cancelled after Closing Date. Closing date is 45 days prior to closing issue. All advertisers and/or their advertising agencies are contractually responsible for any advertising cancelled after closing date. Cancellation must be made in writing with written consent that V&WM magazine has been made aware of the termination. Any unpaid advertising balances will forfeit your company's right to participate, exhibit, attend, or sponsor any V&WM owned/operated events or trade shows. Payments are subject to a late charge of one and one-half percent (1.5%) per month (18% per annum) as permitted by law. Such charge will be added after forty-five days (45) days past due after closing date.



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## New Client Agreement

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Send Artwork to..... adproduction@vwm-online.com

Company Invoiced \_\_\_\_\_

V&WM Representative \_\_\_\_\_

Contact \_\_\_\_\_

Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Product or Service \_\_\_\_\_

Billing Address \_\_\_\_\_

Artwork Instructions \_\_\_\_\_

Phone \_\_\_\_\_

Guaranteed Placement (see rate sheet for pricing)  Yes  No

Fax \_\_\_\_\_

 \_\_\_\_\_

Billing Email \_\_\_\_\_

**Advertiser Signature** \_\_\_\_\_

Web Site \_\_\_\_\_

Date \_\_\_\_\_ Email \_\_\_\_\_

Client of Ad Agency \_\_\_\_\_

Email Confirmation  Yes  No Email Attached  Yes  No

### IN CASE OF LATE PAYMENT (see Late Payment Policy below):

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_ CCV \_\_\_\_\_

Print Cardholder Name						Cardholder Signature	
	'10	'11	'12	B/W	4-COLOR	SIZE	RATE
JAN/FEB	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
MAR/APR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
MAY/JUN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
JUL/AUG	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
SEP/OCT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
NOV/DEC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
WINEDEX®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____
WU PGM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	\$ _____

**File Types:** 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, or InDesign with all links and fonts included. We are unable to return disks as they serve as a backup for your ad. All clients or advertising agencies are responsible for proofing their own artwork. In the event that material received is not in final form or the file needs updates/changes by our production department, you will be assessed a fee of \$60 per hour. **Cancellation/Payment Agreement Terms:** Advertiser is contractually responsible for any advertising that is cancelled after Closing Date. Closing date is 45 days prior to closing issue. All advertisers and/or their advertising agencies are contractually responsible for any advertising cancelled after closing date. Cancellation must be made in writing with written consent that V&WM magazine has been made aware of the termination. Any unpaid advertising balances will forfeit your company's right to participate, exhibit, attend, or sponsor any V&WM owned/operated events or trade shows. Payments are subject to a late charge of one and one-half percent (1.5%) per month (18% per annum) as permitted by law. Such charge will be added after forty-five days (45) days past due after closing date. **Late Payment and Non-Payment Policy:** Any unpaid advertising balances will forfeit your company's right to participate, exhibit, attend, or sponsor any V&WM owned/operated events or trade shows. Payments are subject to a late charge of one and one-half percent (1.5%) per month (18% per annum) as permitted by law. Such charge will be added after forty-five days (45) days past due after closing date. In case of late payment, your credit card will be charged the full amount of the agree-upon advertising rate.



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## Web Banner Advertising Insertion Order

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Company Invoiced

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Billing Email

\_\_\_\_\_  
Web Site

\_\_\_\_\_  
Client of Ad Agency


\_\_\_\_\_  
V&WM Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Product or Service

\_\_\_\_\_  
Artwork Instructions

\_\_\_\_\_  
Guaranteed Placement (see rate sheet for pricing)  Yes  No

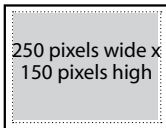


\_\_\_\_\_  
**Advertiser Signature**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email

\_\_\_\_\_  
Email Confirmation  Yes  No Email Attached  Yes  No



Send artwork to [adproduction@vwm-online.com](mailto:adproduction@vwm-online.com). **Banner Specs:** 250 pixels wide x 150 pixels tall, JPG or GIF < 100kb, 72 dpi, RGB. Please note if banner is not formatted for RGB, this may create a broken image on some commercial browsers such as Internet Explorer causing your banner not to be seen. Banners must be web ready. All file manipulation must be done by the advertising provider. **Animation** No animated graphics accepted at this time. **Link** Provide page link if you wish to link the banner to your web site. **Rate/Term** 1 Month.....\$660; 4 Months.....\$590.

TERM	'10	'11	'12	RATE	START DATE	END DATE
1 MONTH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ _____	_____	_____
4 MONTH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ _____	_____	_____
OTHER	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ _____	_____	_____

**Format:** This is a revolving billboard ad. No more than three advertisers may be in the rotation at one time. Rotation will be determined according to priority by date of insertion order. The timing of the flash is determined by *Vineyard & Winery Management*.

**Start/End Date:** The Start Date is defined by the agreed date the banner will become active on the web site. The End Date is defined as the last day the banner ad will appear on the web site. If no continuation of term has been received by the sales representative by End Date, the banner ad will be deactivated by the end of the business day according to the End Date.

**File Types:** Files may be emailed or submitted on disk. Static files only, please. JPG or GIF files are preferred and file size must be less than 100 kb. Graphics should be 72 dpi. Include the company name and purpose (i.e. abc\_company\_webbannerad.gif) in the file name. We are unable to return disks as they serve as a backup for your ad. All clients or advertising agencies are responsible for proofing their own artwork prior to submission. All ads received must be web ready. Any changes to the ad must be done by the ad provider.

**Cancellation/Payment Agreement Terms:** Advertiser is contractually responsible for any advertising that is cancelled after Closing Date. Closing date is 10 days prior to live posting date on web site. All advertisers and/or their advertising agencies are contractually responsible for any advertising cancelled after closing date. Cancellation must be made in writing with written consent that V&WM magazine has been made aware of the termination. Any unpaid advertising balances will forfeit your company's right to participate, exhibit, attend, or sponsor any V&WM owned/operated events or trade shows. Payments are subject to a late charge of one and one-half percent (1.5%) per month (18% per annum) as permitted by law. Such charge will be added after forty-five days (45) days past due after live posting date on web site.



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\_\_\_\_\_  
Company Invoiced

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Contact

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Billing Email

\_\_\_\_\_  
Web Site

\_\_\_\_\_  
Client of Ad Agency


\_\_\_\_\_  
V&WM Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Product or Service

\_\_\_\_\_  
Artwork Instructions

\_\_\_\_\_  
Guaranteed Placement (see rate sheet for pricing) Yes No

 \_\_\_\_\_  
**Advertiser Signature**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email

\_\_\_\_\_  
Email Confirmation Yes No Email Attached Yes No

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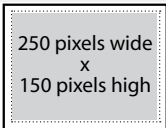
\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Exp

\_\_\_\_\_  
CCV

\_\_\_\_\_  
Print Cardholder Name

\_\_\_\_\_  
Cardholder Signature



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