

THE GRAPEVINE

Your Best Viniculture Source Connecting Suppliers With Buyers

Publication Print Ad Specifications & Rates

**Full Page
(With Bleed)**
8 1/2" x 11"
(includes 1/4
inch bleed)

Full Page
7 1/4" x 9 7/8"

**1/2 Page
(Horizontal)**
7 1/4" x 4 6/8"

**1/2 Page
(Vertical)**
3 1/2" x 9 7/8"

1/4 Page
3 1/2" x 4 7/8"

1/8 Page
3 1/2" x 2 1/4"

**Resource
Directory**
2 5/16" x 2 5/16"

**Box
Classified**
2 5/16" x 1 3/16"

Center Spread
15 1/2" x 9 7/8"
Live Area

16 1/2" x 10 3/4"
Bleed Size (1/4" Bleed)

Unit Rates (Four Color)	1x	2x	4x	6x
Full Page	\$2,365	\$2,246	\$2,134	\$2,027
1/2 Page	\$1,237	\$1,176	\$1,117	\$1,062
1/4 Page	\$633	\$601	\$571	\$543
1/8 Page	\$385	\$366	\$347	\$330
Resource Ad	\$248	\$236	\$225	\$214

Unit Rates (Black & White)	1x	2x	4x	6x
Full Page	\$2,010	\$1,909	\$1,813	\$1,723
1/2 Page	\$1,052	\$999	\$950	\$902
1/4 Page	\$538	\$512	\$487	\$462
1/8 Page	\$327	\$311	\$295	\$281
Resource Ad	\$211	\$201	\$190	\$180

PREMIUM Position Rates	1x	2x	4x	6x
Inside Front Cover	\$3,300	\$3,135	\$2,979	\$2,830
Inside Back Cover	\$2,750	\$2,613	\$2,482	\$2,358
Back Cover	\$3,850	\$3,658	\$3,475	\$3,300
Center Spread	\$6,050	\$5,748	\$5,461	\$5,188

Classified Rates	1x	2x	4x	6x
Box Classified	\$138	\$131	\$125	\$118

Classified ads are \$30.00 minimum up to 30 words
\$1.00 per each additional word.

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Print Ad Requirements

1. All ads, logos and copy must be submitted on CD-Rom or E-mail (if under 10.0 MB)
2. **Software to create Ad(s) must be Macintosh supported!** Otherwise, please submit a PDF file following the criteria below.
3. All ads and logos must be created using **CMYK** colors. (**RGB, LAB, PMS or Pantone colors will not be accepted**)
4. Native files may be sent **ONLY** from the following programs: **QuarkXpress, Illustrator or Photoshop**. All fonts and linked images must be included. (If created in Photoshop or Illustrator for WIN, all fonts must be embedded or outlined.)
NO Word files of any kind will be accepted as ads.
5. **All black type must be 100% black (C=0, M=0, Y=0, K=100%).**
6. Call your advertising representative before submitting an ad & verify the exact ad size, placement date and section placement.

Closing Dates: Closing is the 15th of each month proceeding the current issue. Ad materials are also due by the 15th of the month proceeding the current issue.

NO CANCELLATIONS AFTER CLOSING.

Advertisers will be charged the full cost of advertising cancelled after closing.

Creating PDF Files

When you provide a PDF file, you must adhere to the following criteria:

- Create PDFs using the PRESS option on your Distiller.
- PDF files must display the same dimension as the ad; if you have a full-page ad with a bleed, the PDF size should be 11.25 inches height x 8.75 inches width.
- All colors must be CMYK. Convert all RGB, LAB, PMS and Pantone colors and objects into CMYK before making the PDF.
- **All fonts must be embedded.** Make sure to select this option in your PDF setup before making the PDF.
- All images must be hi-resolution (300 dpi) using CMYK process color.
- **ANY PDFs not meeting these requirements will be rejected!**

NOTE: PDF is a multi-purpose format. PDF files can be created as low resolution for the Web and as hi-resolution for print output. It is **VERY IMPORTANT** to note that low resolution PDF files cannot be used for print output.

PDF files created for Web and PDF files with low resolution images will not be accepted.

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Online Advertising Specifications & Rates

After only five years of being open, The Grapevine Magazine's website has grown in popularity and content! We received over 120,250 hits (Dec 2010 - Nov 2011) and - just as important - 69% were unique visitors! In addition, our Online Advertising rates are the most cost effective of any other viniculture publication, giving our advertisers a powerful combination of Print and Online advertising to fit any budget.

UNIT COST PER MONTH

- 1. **Video** - 30 second or 60 second spot available
 - :30\$390⁰⁰
 - :60\$610⁰⁰
- 2. **Skybox Banner** (728px by 90px)\$205⁰⁰
- 3. **Skybox Tile** (120px by 90px)\$198⁰⁰
- 4. **Page Banner** (468px by 60px)\$150⁰⁰
- 5. **Page Tile** (125px by 125px)\$95⁰⁰

All online advertising is tracked, including impressions, click throughs and unique click throughs.

Information provided upon request.



Creative Service

If you need material created experience first rate creative service from our highly experienced & talented graphics department. Our design professionals will follow your guidelines providing agency quality material that will be noticed & deliver your message.

- Please send **ALL MATERIALS** to create your ad. Required materials are **photos, artwork illustrations, logos or diagrams** and **ad copy** (*wording for your ad & key contact information*). **NOTE: When writing ads KEEP IT SIMPLE, too much wording may work against you.**
- Photo(s) and artwork may be sent to us using the following methods...
 - 1) E-mail as a **JPEG, TIFF or PDF** format in **CMYK** color mode at **300 DPI** resolution.
 - 2) Send material by US Mail: photo prints, printed logo(s) or artwork for us to scan & place. **NOTE: Please do not write on, staple or fold the images you want us to scan.**
- Ad Copy:** Email a microsoft word (text only) attached document or as an E-mail message.