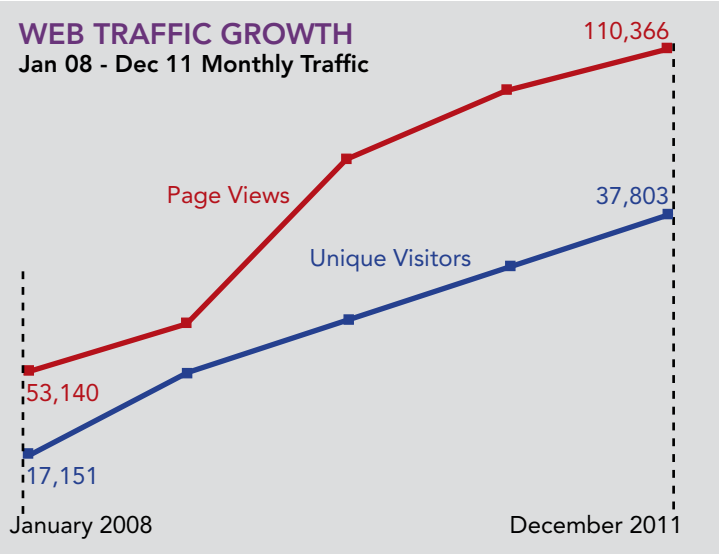
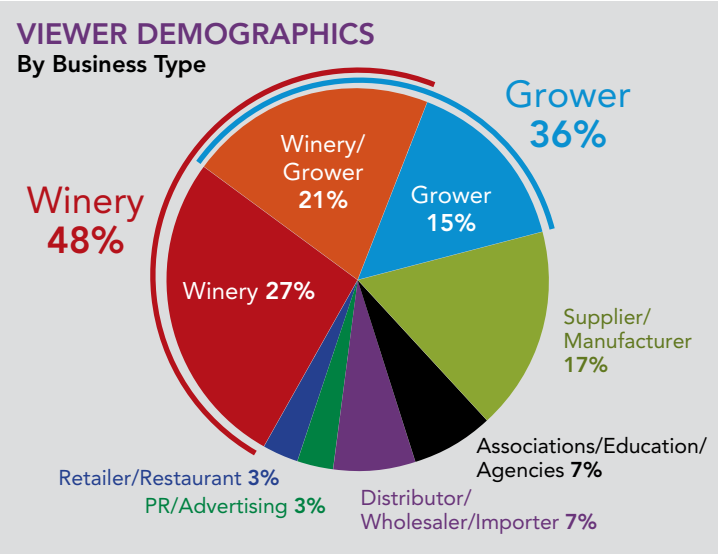
WINESANDVINES.COM

News, Features and the leading industry Directory/Buyer's Guide site





Source: Google Analytics, compete.com

Most Web Traffic—Our site receives more then 10 times more page views and unique visitors than any competing industry supplier directory site.

Advertiser Favorite—Advertisers book space an average of 5+ months.

Online & Print Combo—Only Wines & Vines brings you the powerful combo of print and online advertising and content. (59% of Americans get information from both offline and online sources according to the Pew Research Center)

ONLINE LISTINGS

Three levels of listing types are available to all industry suppliers

PREMIUM SPOTLIGHT ($1,800 value)

Logo, video, premium appearance, web link, contact info, employee info, company summary, spec sheets, photos, product reviews, company news, multiple category placement.

Company and category searches return spotlight listings first.

*New: Premium spotlight advertisers qualify for a complimentary 12-month half page banner ad (300 x 600 pixels) on Buyer's Guide website in your product category.

STANDARD ($221-1,799 value)

Logo, web link, contact info, employee info, company summary.

Company and category searches return standard listings second.

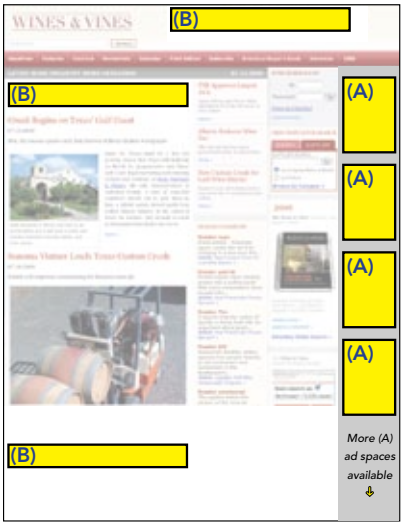
BASIC (free to all industry suppliers)

Includes company name and address.

Company and category searches return basic listings last.

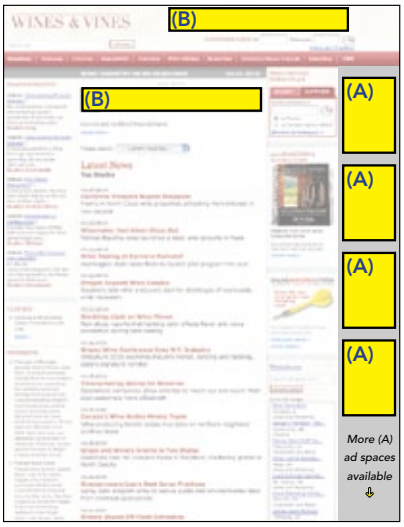
*Listing types based on advertising levels in print/online Buyer's Guide. Contact your ad rep (see page 12) for more information.

65 Mitchell Blvd., Ste. A • San Rafael, CA 94903
P (866) 453-9701 F (415) 453-2517 • winesandvines.com



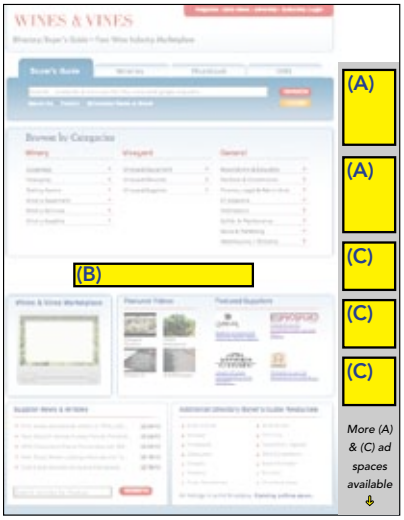
OPTION 1 PLACEMENT
Home Page

Homepage Features:
- Original Daily News Headlines
- Feature Articles
- Columns
- Calendar
- Reader Comments
- Winery and Supplier Quick Searches
- Wine Review Weekly



OPTION 2 PLACEMENT
Headlines Home & Headlines Individual Pages

Headlines Features:
- Original Daily News Headlines
- Calendar of Events
- Reader Comments
- Winery and Supplier Quick Searches
- Wine Review Weekly



OPTION 3 PLACEMENT
1.) Supplier Pages
2.) Winery Pages
3.) Phonebook Pages

Directory/Buyer's Guide Features:
- Supplier Search
- Winery Search
- Phonebook Search
- Supplier Videos
- Product Reviews
- Supplier News

(C) only available on Directory/ Buyer's Guide Pages.

WEB DISPLAY AD MONTHLY RATES	1x	4x	7x	13x	20x
Roadblock/Non-Rotating					
(A) 135 X 190 pixels	$730	$650	$605	$535	$440
(B) 468 X 60 pixels	$730	$650	$605	$535	$440
(C)* 135 X 122 pixels	$490	$435	$410	$360	N/A
Rotating					
(A) 135 X 190 pixels	$365	$310	$290	$260	N/A
(B) 468 X 60 pixels	$365	$310	$290	$260	N/A
(C)* 135 X 122 pixels	$245	$210	$195	$175	N/A

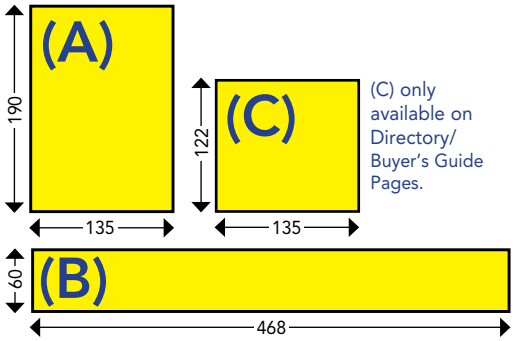
Roadblock Placement: Roadblock ads will automatically be placed in best position available.

Rotating Placement & Pricing: 4 rotating ads per position, 15 minutes per ad per hour. Rotating ads subject to position availability.

(C)* format only available on Directory/Buyer's Guide pages.

Frequency Discount: Web Display advertising combines with print advertising for frequency discounts.

Web file formats accepted: .jpg, .gif, and animated .gif (6 slide maximum). Please keep file size less than 100kb. Please provide the link you would like associated with your ad.



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