

Contract Date: _____ Amended Contract Date: _____
Advertiser: _____ Agency/Bill To: _____
Address: _____ Address: _____
City/State/Zip: _____ City/State/Zip: _____
Phone: _____ Phone: _____
Contact Name: _____ Contact Name: _____
Contact Email: _____ Contact Email: _____
Signature: _____ Signature: _____

We hereby authorize Wines & Vines to publish advertisement(s) in the following print issue(s), web or eNewsletter(s):

Contract Year: 2014 Frequency: _____ Rate per insertion: _____ Monthly Magazine Issue(s):
[] January Unified Trade Show [] March Vineyard Equipment/Technology [] June Enology & Viticulture [] August Closures [] November Equipment, Supplies & Services
[] January Practical Winery & Vineyard Special Issue [] April Oak Alternatives [] July Computer Technology [] September Wine Industry Finance [] December Unified Sessions Preview
[] February Barrel [] May Packaging [] October Bottles & Labels

Table with 4 columns: Ad Size, Ad Layout, Ad Color, Ad Placement Preference*. Rows include options for Full page, 2/3 page, Island 1/2 page, Half page, 1/3 page, 1/4 page, 1/6 page, and 1/8 page, with sub-options for bleed, color, and placement.

Check one: [] Please run our ad as it ran in the _____ issue [] Please run the new ad we send

Annual Directory/Buyer's Guide

Rate per insertion: _____ Size of Ad/Layout: _____
[] 4-color [] 2-color (color?): _____ [] Black & White
Check one: [] Please run our ad as it ran in the _____ issue [] Please run the new ad we send
Annual Directory/Buyer's Guide ad placement preference*: _____

Web/eNewsletters

[] January [] February [] March [] April [] May [] June
[] July [] August [] September [] October [] November [] December
Rate per insertion: _____
Ad Type/Size: W&V Web Ad: [] 135x190 px [] 468x60 px [] 135x122 px (Dir/BGO only) PWV Web Ad: [] 190x190 px only
Ad Type: [] Winery Product News eNewsletter [] Tasting Room Focus eNewsletter [] Featured Supplier (TRF only)
If Web Banner Ad, check one: [] Roadblock [] Rotating
Check one: [] Please run our ad as it ran in _____ [] Please run the new ad we send
Web ad placement preference*: [] Home Page [] Headlines [] Directory/Buyer's Guide Online [] Other:

*Ad placement cannot be guaranteed. To guarantee position, special position rates apply.

All new advertisers must submit check, Visa, MasterCard or AMEX payment on first ad to establish credit. Subsequent ads will be invoiced.

Materials: New digital materials should be submitted by _____.

Current ad will be repeated unless publisher receives new materials by issue close date.

Please see rate card (pg. 13) and ad specs (pg. 14) for rates and material specifications.

In the event of any breach and/or default of any obligations to publisher either existing or arising in the future by the advertiser or agency, the advertiser and its agency shall be jointly and severally liable to the publisher, who shall be entitled to recover, in addition to all other damages, all costs and expenses, including court costs, reasonable attorney fees and interest at the maximum rate provided by law. The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

ADVERTISING REPRESENTATIVES

- Jacques Brix (West) 707.473.0244
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David Bayard (International) 973.822.9275
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