

4 COLOR

	1x	4x	7x	13x	20x
FULL PAGE BLEED	\$3,410	\$3,205	\$3,045	\$2,850	\$2,555
FULL PAGE	\$3,410	\$3,205	\$3,045	\$2,850	\$2,555
2/3 PAGE VERTICAL	\$2,965	\$2,780	\$2,710	\$2,575	\$2,255
ISLAND 1/2	\$2,870	\$2,720	\$2,620	\$2,510	\$2,205
1/2 PAGE HORIZONTAL	\$2,715	\$2,585	\$2,495	\$2,385	\$2,135
1/2 PAGE VERTICAL	\$2,715	\$2,585	\$2,495	\$2,385	\$2,135
1/3 PAGE SQUARE	\$2,460	\$2,350	\$2,280	\$2,210	\$2,020
1/4 PAGE VERTICAL	\$2,270	\$2,195	\$2,155	\$2,085	\$1,870
1/6 PAGE VERTICAL	\$2,080	\$1,995	\$1,965	\$1,925	\$1,725
1/6 PAGE SQUARE	\$2,080	\$1,995	\$1,965	\$1,925	\$1,725
1/8 PAGE	\$1,970	\$1,925	\$1,890	\$1,870	\$1,675

BLACK & WHITE

FULL PAGE BLEED	\$1,930	\$1,725	\$1,550	\$1,335	\$1,200
FULL PAGE	\$1,930	\$1,725	\$1,550	\$1,335	\$1,200
2/3 PAGE VERTICAL	\$1,465	\$1,280	\$1,190	\$1,055	\$955
ISLAND 1/2	\$1,370	\$1,200	\$1,110	\$1,000	\$955
1/2 PAGE HORIZONTAL	\$1,200	\$1,065	\$980	\$865	\$780
1/2 PAGE VERTICAL	\$1,200	\$1,065	\$980	\$865	\$780
1/3 PAGE SQUARE	\$945	\$825	\$755	\$685	\$620
1/4 PAGE VERTICAL	\$745	\$665	\$625	\$550	\$495
1/6 PAGE VERTICAL	\$545	\$465	\$425	\$390	\$350
1/6 PAGE SQUARE	\$545	\$465	\$425	\$390	\$350
1/8 PAGE	\$430	\$390	\$360	\$320	\$285

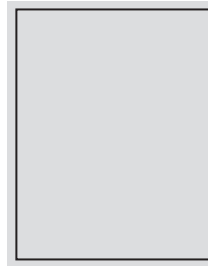
*2-color standard cyan/magenta/yellow—add \$350 to prices above

COVER POSITIONS MAGAZINE (4 COLOR)

BACK COVER	\$3,915	\$3,580	\$3,395	\$3,200	\$2,880
INSIDE FRONT COVER	\$3,700	\$3,390	\$3,240	\$3,050	\$2,745
INSIDE BACK COVER	\$3,585	\$3,295	\$3,145	\$2,975	\$2,675

COVER POSITIONS DIRECTORY/BUYER'S GUIDE (4 COLOR)

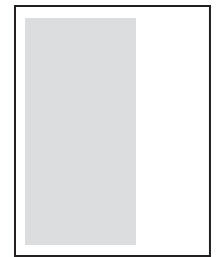
BACK COVER	\$4,910	\$4,580	\$4,385	\$4,195	\$3,780
INSIDE FRONT COVER	\$4,695	\$4,375	\$4,235	\$4,040	\$3,640
INSIDE BACK COVER	\$4,580	\$4,305	\$4,135	\$3,965	\$3,570



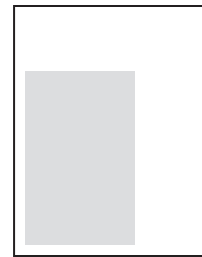
FULL PAGE BLEED
8.75 x 11.125 inches includes
.125-inch bleed*



FULL PAGE
7.625 x 9.875 inches



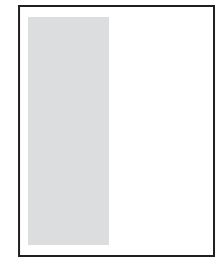
2/3-PAGE VERTICAL
4.75 x 9.875 inches



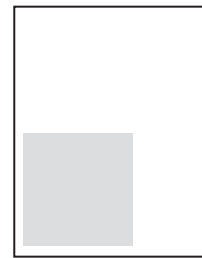
ISLAND 1/2
4.75 x 7.5 inches



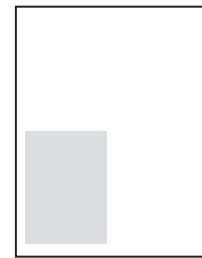
1/2 PAGE HORIZONTAL
7.625 x 4.875 inches



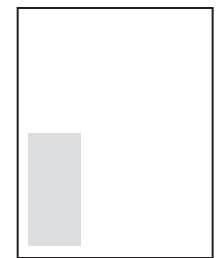
1/2 PAGE VERTICAL
3.5 x 9.875 inches



1/3 PAGE SQUARE
4.75 x 4.875 inches



1/4 PAGE VERTICAL
3.5 x 4.875 inches



1/6 PAGE VERTICAL
2.25 x 4.875 inches



1/6 PAGE SQUARE
3.5 x 3.25 inches



1/8 PAGE
3.5 x 2.375 inches

*More detailed instructions for full page bleed ads can be obtained through Ad Manager at ads@winesandvines.com or (866) 453-9701.

Frequency Discount: Directory/Buyer's Guide advertising combines with web display and magazine issues for frequency discounts.

Inserts: Rates and specifications available upon request. Call your *Wines & Vines* representative (listed on page 14) for details.

Classified Advertising: (agency discount N/A) 65¢ per word—\$40 minimum; Display rate—\$70 per column inch; Blind ad handling charge—\$7.

Website Advertising: See page 11.

Pricing subject to change for insertions booked after Dec. 31, 2013.