WINES&VINES

2016 PLANNING GUIDE

ADVERTISER CONTRACT, INSERTION ORDER & BILLING

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: 2016 Frequency: _____ Rate per insertion: _____ Monthly Magazine Issue(s):

☐ **January** Unified Trade Show	☐ **April** Harvest Winery Equipment Showcase & Oak Alternatives	☐ **July** Technology	☐ **October** Bottles & Labels
☐ **February** Barrels	☐ **May** Packaging	☐ **August** Closures	☐ **November** Equipment, Supplies & Services
☐ **March** Vineyard Equipment/Tech	☐ **June** Pre-Harvest	☐ **September** Wine Industry Finance	☐ **December** Unified Sessions Preview

Ad Size	Ad Layout		Ad Color			Ad Placement Preference*
☐ Full page	☐ Bleed	☐ No Bleed	☐ 4c	☐ 2c:	☐ Black & White	
☐ 2/3 page			☐ 4c	☐ 2c:	☐ Black & White	
☐ 1/2 Island page			☐ 4c	☐ 2c:	☐ Black & White	
☐ Half page	☐ Vert.	☐ Horiz.	☐ 4c	☐ 2c:	☐ Black & White	
☐ 1/3 page	☐ Vert.	☐ Sq.	☐ 4c	☐ 2c:	☐ Black & White	
☐ 1/4 page	☐ Vert.		☐ 4c	☐ 2c:	☐ Black & White	
☐ 1/6 page	☐ Vert.	☐ Sq.	☐ 4c	☐ 2c:	☐ Black & White	
☐ 1/8 page			☐ 4c	☐ 2c:	☐ 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

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 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. 11) and ad specs (pg. 12) 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 severely 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.

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