

Contract Date: _____ Amended Contract Date: _____ Contract Year: _____
 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):

2018 Annual Directory & Buyer's Guide and Monthly Magazine Issues

<input type="checkbox"/> Annual Directory & Buyer's Guide	<input type="checkbox"/> April Harvest Winery Equipment & Oak Alternatives	<input type="checkbox"/> July Technology	<input type="checkbox"/> November Equipment, Supplies & Services
<input type="checkbox"/> January Unified	<input type="checkbox"/> May Packaging	<input type="checkbox"/> August Closures	<input type="checkbox"/> December Unified Sessions Preview
<input type="checkbox"/> February Barrels	<input type="checkbox"/> June Pre-Harvest	<input type="checkbox"/> September Distributors	
<input type="checkbox"/> March Vineyard Equipment/Tech		<input type="checkbox"/> October Bottles & Labels	

Ad Size	Ad Layout (if applicable)	Ad Color	Ad Placement Preference*
	<input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	<input type="checkbox"/> 4c <input type="checkbox"/> 2c: <input type="checkbox"/> Black & White	
	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal <input type="checkbox"/> Square		

Rate per insertion: _____ Magazine Frequency: _____ Contract Year: _____

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

Directory & Buyer's Guide ad placement preference in this category: _____

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

Notes _____

Web

January February March April May June
 July August September October November December

Rate per insertion: _____ Frequency: _____ Contract Year: _____

Ad Type/Size: W&V website: 300x250 px 180x150px Directory & Buyer's Guide Only: 135x190px 468x60px PWV: 190x190px

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

Notes _____

eNewsletters

January February March April May June
 July August September October November December

Rate per insertion: _____ Ad Type: Winery Product News eNewsletter Tasting Room Focus eNewsletter

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

Notes _____

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.

Wines & Vines is no longer accepting ad files via email. Print ads are to be uploaded to our ad portal at <http://winesandvines.sendmyad.com>.

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 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, Vice President (707) 473-0244 jbrix@winesandvines.com	Lydia Hall (West) (415) 453-9700, ext. 103 F: (415) 453-2517 lydia@winesandvines.com	Hooper R. Jones (Midwest) (847) 486-1021 F: (847) 486-1025 hooperhja@aol.com	David Bayard (N.Y. & International) (973) 822-9275 F: (973) 822-9273 dave@bayard.com	Laura Lemos (East) (973) 822-9274 F: (973) 822-9273 laura@boja.com
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