

ADVERTISING RATES

GENERAL DISPLAY RATES*

	1x-3x	4x
Premium Special Insert	5916	4732
Premium Double Spread	5250	4200
Premium - Back Cover	4028	3224
Premium Position	3648	2920
Full Page	3124	2500
2/3 Page	2377	1902
1/2 Page	1885	1508
1/3 Page	1494	1196
1/6 Page	1008	808

PREPAID DISCOUNT RATES

Save **20% OFF** General Display Rates for Prepayment*

	1x-3x	4x
Premium Special Insert	4930	3944
Premium Double Spread	4375	3500
Premium - Back Cover	3357	2687
Premium Position	3040	2434
Full Page	2604	2084
2/3 Page	1981	1585
1/2 Page	1571	1257
1/3 Page	1245	997
1/6 Page	840	674

THE MARKETPLACE SPECIAL SECTION

The Marketplace special section consists of formatted ad pages with ads limited to the sizes shown below:

GENERAL ADVERTISING RATES*

	1x-3x	4x
1/4 Page	870	697
1/8 Page	434	348

PREPAID DISCOUNT RATES

Save **20% OFF** General Display Rates for Prepayment*

	1x-3x	4x
1/4 Page	725	581
1/8 Page	362	290

* SPECIAL NOTE: General Display Rates are 20% higher than the time restricted prepayment rates. Prepay discount is applied only when the entire cost of the ad is paid on or before the materials deadline. No discounts will be honored for partial or full payments received after this deadline.

Advertising/Material Deadlines:

Advertising contracts may be accepted prior to the published closing date for each issue. If an ad is contracted for a specific issue and material is not received by the issue closing date, the most recently run ad will be repeated.

Layout & Production Costs:

Arrangements can be made to provide design & production services of ads. Professional graphic design services are available at a cost of \$85 per hour; one hour minimum. Other professional design services (photography, scanning, digital image manipulation) and fees available upon request.

Preferred Positioning:

Preferred positions are available at a 10% premium and will be contracted on a non-cancelable basis. General positioning of advertising is at the discretion of the publisher.

Payment Terms:

All rates shown are net rates and are for four-color ad space, with computer-ready ads (see advertising specifications) provided by the advertiser.

Contracts that are paid in full on or before the published materials deadline, will receive a 20% prepay discount. No discounts will be honored for partial payments or full payments received after this deadline.

All unpaid invoices / contracts over 30 days are subject to a 1.5% monthly interest charge.

Publisher reserves the right to reject or cancel any advertising which the publisher, in its sole discretion, does not meet the standards of the Company or its publication.

Cancellations:

No cancellations will be accepted after the Space Reservation deadline. Advertisers who cancel after the Space Reservations deadline will be billed 100% of the price of their ad. If frequency-discounted contracts are not fulfilled, the client will be rebilled at the 1x-3x rate.

AD SPECIFICATIONS

GENERAL DISPLAY SIZES for the run of the magazine



Full Page (in inches)

Bleed 8.625 x 11.125
Trim 8.375 x 10.875
Non-bleed 7.375 x 9.875

One-Half Vertical

4.75 x 7.5 inches



One-Half Horizontal

7.375 x 4.875 inches



One-Third Square

4.75 x 4.875 inches



One-Third Vertical

2.25 x 10 inches

Two-Thirds Vertical

4.75 x 10 inches



One-Sixth Horizontal

4.75 x 2.375 inches

One-Sixth Vertical

2.25 x 4.875 inches

MARKETPLACE SPECIAL SECTION AD SIZES

The Marketplace special section consists of formatted ad pages with ads limited to the sizes shown below:



One-Eighth Page

3.562" w x 2.283" h



One-Quarter Page

3.562" w x 4.685" h

CAMERA READY REQUIREMENTS

Using an advertising agency or graphic design firm will assure the quality of your ad. If you do not use an advertising agency or graphic designer, please ask your account representative to recommend one.

ELECTRONIC FILE GUIDELINES

- Ads may be submitted electronically as High resolution PDFs:
Send via E-mail: info@vineyardstyle.com
- Advertisements may be submitted on the following removable media:
Compact Disc (CD-ROM) or DVD
- Advertisements may be submitted in the following file formats:
Layout - QuarkXpress 6.0 or greater
Logos/Line Art - Adobe Illustrator 3.0 or greater including EPS equivalent
Photos - Adobe PhotoShop 3.0 or greater
Fonts - Preferably Type 1 screen & printer fonts
- All scans should be converted into CMYK format (not left in RGB) prior to importing the images into your page layout program.
- All Advertisements must be accompanied by color printouts of your ad
- Colors: Each color used in your document should be defined as CMYK. Please use a PMS system to select your colors, and - do not count on your monitor to provide an accurate representation of the color you select.

Color Tone Variations – Publication and Advertiser agree that Publication is not liable for color tone variations from the photo, color sep., transparency, etc., or variations from original object furnished. Publication has advised Advertiser that perfect color is impossible, and all colors will vary from issue to issue and throughout the pressrun.

Advertisers are solely responsible for proofing and signing-off on all content (including text, illustrations, trademarks and any other matter) and cannot hold VINEYARD STYLE MAGAZINE responsible for errors or misrepresentations within an advertisement.

Advertiser and its agency shall be responsible, jointly for all content of advertisements (including text, illustrations, trademarks and any other matter) and shall defend, indemnify and hold VINEYARD STYLE MAGAZINE harmless, against any loss, expense or other liability, including VINEYARD STYLE MAGAZINE's actual attorney's fees, resulting from any claims or suits for liable, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisements.

All advertising is subject to publication's approval. Publication reserves the right to reject advertising for any reason, including advertising which the Publication deems inappropriate or incompatible with the publication's standards.