PRINT+DIGITAL MARKETING SOLUTIONS!

- ***Print+Digital Advertising:*** Targeted readership of winery and vineyard decision makers with lowest rates in the industry.
- ***Web Advertising:*** Universal ads and/or ads within preferred articles available. See below for more detail.
- ***Website Links:*** Available to all active advertisers after their third insertion.
- ***Showcase:*** One-column editorial listing of your products and services, a FREE BONUS with qualified advertising.
- ***Bonus Distribution:*** Extra circulation of ***PWV Journal*** at the Unified Symposium Trade Show and Eastern Winery Exposition (Winter issue) and at technical seminars year-round.

SUPPLIER SHOWCASE

PWV JOURNAL created the Supplier Showcase to give suppliers an opportunity, once a year, to introduce products and services, and update their customers on company developments. Suppliers can earn a **FREE SHOWCASE** (one column of editorial space) with a two-time ad contract totaling a half-page or more aggregate of advertising. Non-advertisers can purchase a Supplier Showcase for $900.

SHOWCASE TOPICS FOR 2013	***DEADLINES:***
WINTER SUPPLIER SHOWCASE Winery Equipment	**BOOKINGS:** November 2, 2012 **TEXT/ART:** November 21, 2012
SPRING SUPPLIER SHOWCASE Vineyard Equipment, Supplies, & Services	**BOOKINGS:** February 21, 2013 **TEXT/ART:** March 1, 2013
SUMMER SUPPLIER SHOWCASE Packaging, Winemaking Supplies	**BOOKINGS:** May 17, 2013 **TEXT/ART:** May 31, 2013
FALL SUPPLIER SHOWCASE Professional Services, Cooperage	**BOOKINGS:** August 16, 2013 **TEXT/ART:** August 30, 2013

WEB ADVERTISING

Optimize your marketing with expanded web advertising opportunities on **practicalwinery.com**. We offer **UNIVERSAL ADS** (appear on several site pages) or **ARTICLE ADS** (appear in an article of your choice – 150+ articles to choose from). Article pages with your ad will Tweet and Facebook 5x during each month that your ad appears. Low-cost and targeted visibility!

Web ads are either banner (380px by 80px) or square (135px by 190px) and can be JPG, GIF, or animated GIF (no more than 6 slides), no bigger than 150kb in file size. Web ads are due before first day of insertion.

COMPETITIVE MONTHLY WEB RATE

1x rates: $600, 4x rate: $400, 12x rate: $200

Ask about FLASH ADS!

ADVERTISING REPRESENTATIVES

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