

EXPERIENCE THE SOUTH BY PEOPLE WHO KNOW IT BEST



Wines down South

2009-2010

HOME ABOUT US ADVENTURE CULTURE DESTINATIONS EVENTS LODGING MAPS SOUTHERN FOOD VINEYARDS

Wines Down South Media Kit

The on-line multimedia magazine dedicated to introducing the rich bounty the South offers in wineries, historic sites, resorts, festivals, events, people and cultural heritage.

Wines Down South utilizes rich editorial content in the form of PDF articles, images, video and MP3 audio. Our goal is to inspire our readers through our content and enable those who seek more meaningful vacations to experience that pleasure.

As an advertiser you become our "tourism partner" with benefits for you and our readers alike.

We cordially invite you to become a tourism partner.



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Advertising Advantages

Wines Down South (WDS) is an online magazine that has all the beauty of a traditional, mainstream, high-quality newsstand publication, *with the added advantages* of a wider audience and fast-growing readership.

With a staff of top experts in marketing, advertising, graphics, design and Internet skills, WDS produces a user friendly publication that far exceeds anything available today for promoting tourism in our service area.

We live, work, play, worship, dine and travel in this region and know the area, the attractions, the landscape and people first-hand. We love who we are and serve the land we occupy.

WDS is interesting. It grabs the attention of visitors and readers. The artwork, images, stories and headlines enhance the power of your advertising.

WDS has actual stories, not copies of anything. We know that we live in the most tourist attractive region in America and every story we tell in words and images

We have many different places, wineries, historic sites, resorts, events, historic shrines, festivals & people showcased, the chances of larger readership becomes enormous!

draws readers to your ads and your location.

Our audience is vast: population centers from Atlanta to Miami, New York to Santa Fe, Quebec to Vancouver. We are working with consulates to deliver your message to our foreign visitors.

We are diverse. It's no secret that if we have many different places, wineries, historic sites, resorts, events, historic shrines, festivals, and people showcased, the chances of larger readership becomes enormous.

WDS is multicultural. Tourists are from everywhere and we want them to come, visit, dine, purchase, stay and when they go home,

urge their friends to visit.

WDS is well-planned, professionally produced and very flexible. **Our commitment is to deliver your advertising to the largest possible audience in ways that benefit you economically.** That we will do better than anyone!

PHOTO COURTESY OF
THE DILLARD HOUSE



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Advertising Opportunities

Wines Down South is a value based publication designed to deliver REAL benefits to our readers and advertisers. We refer to you as tourism partners because you ARE the focus of the culture and enjoyment our readers will experience when they travel here.

We provide several different options to promote your business and inspire our readers to visit and enjoy what you bring to the Deep South.

Ad Formats

Dedicated Horizontal Banner Ad - each content page provides dedicated ad space for our tourism partners to showcase their business. The standard size banner is 450 pixels by 125 pixels (approx. 4.5" wide by 1.25" high). We place up to three banners in each of two locations. These constantly rotate while the page is viewed. When your banner is displayed, clicking on it will open your website in a separate window providing a prominent display of your information.

Don't have a website? We can create a dedicated PDF flyer with your desired advertising message, contact information and even video. Our dedicated graphic and web designers will assist with your ad, PDF and design.

Dedicated Vertical Banner Ad - certain advertising content is better suited to a vertical format. Vertical banners will appear on the right side of content page with a standard size of 225 pixels by 375 pixels (approx. 2.25" wide by 3.75" high), equal to three vertical sections of the boxes in the lower web image.

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SAMPLE PAGE



PHOTO COURTESY OF PERSIMMON CREEK VINEYARDS

