

Advertising Packages

Std. Lite - Graphic Icon (225 pixels by 125 pixels) & a one page Advertorial (CLIENT PROVIDES CONTENT & 2 IMAGES).

Standard - prominent top of page banner (450 pixels by 125 pixels) & a one page Advertorial (updateable 1x per qtr) with website link. CLIENT PROVIDES CONTENT & 2 IMAGES.

Std. Premium - prominent top of page banner (450 pixels by 125 pixels) & a one page Advertorial (updateable 3x per qtr) with website link. CLIENT PROVIDES CONTENT & 2 IMAGES.

Group Lite - Shared Graphic Icon (225 pixels by 125 pixels) & shared Advertorial (CLIENT PROVIDES CONTENT & IMAGES)

Group Standard - Shared top of page banner (450 pixels by 125 pixels) & a one page Advertorial per advertiser (updateable 1x per qtr). CLIENT PROVIDES CONTENT & IMAGES.

Group Premium - prominent top of page banner (450 pixels by 125 pixels) & a one page Advertorial per advertiser (updateable 3x per qtr). CLIENT PROVIDES CONTENT & IMAGES. An introduction about the area is written by Doc Lawrence.

Ad Material

Materials for ads (photos, logos, ad copy):

Send PDF, JPG, AI or TIF files. A proof will be emailed back to you for approval. A reply email is requested to confirm advertiser approval.

Send Graphics to: wdsfiles@gmail.com

SALES CONTACT:

SHEILA BREWINGTON

678-654-2324 • mountainlink@gmail.com

STEPHEN CANNON

678-936-2442 • scannon@faifairemediaarts.com

GUY McKENZIE

706-746-5928 • 843-345-1991

Business Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address _____

Website: _____

Advertiser Signature _____

Advertising Balance Due \$ _____

CATEGORY: _____

COPY & PHOTOS/LOGO COME FROM CLIENT FOR ADVERTORIAL

BY: _____
DATE

BANNER AD (OR ICON) TO SUPPLIED BY CLIENT

BANNER AD (OR ICON) TO BE DESIGNED BY WDS (fill-in instructions below)

SPECIAL INSTRUCTIONS

Empty box for special instructions.

ADVERTISING PACKAGES

--- *Single Entity Ads* ---

❑ **Standard Lite**

Graphic Icon (225 pixels x 125 pixels), directly linked to client website plus a one page advertorial PDF containing client provided content (two images per page), Includes email address, street address, phone and fax. Client may update the content quarterly to take advantage of seasons, event scheduling, etc.

❑ **Standard**

Prominent top of page banner ad (450 pixels x 125 pixels), a brief (1-2 paragraph overview) of the area plus one page advertorial PDF of client provided content (plus 2 images per page) with website link, and contact info. Client may update content once per quarter to take advantage of seasons, event scheduling, etc. Banners rotate once every 5 seconds with a maximum of two additional banner ads in that location.

❑ **Standard Premium**

Prominent top of page banner ad (450 pixels x 125 pixels), one page PDF article with client provided content (plus two images per page) with website link, address, telephone, fax and email address advertorial PDF updatable 3 times quarterly. Banners rotate once every 5 sec. with a maximum of two additional ads in that location.

❑ **Rack Cards**

(4" wide x 9" tall) Two sided, four color, 10pt weight, UV gloss both sides, graphics included.

❑ **Area Maps**

(17" wide x 11" tall) Padded with a quantity of 50 sheets per pad. You may view an example of a map on www.winesdownsouth.com (under the Map category, click on the NE GA Tourism). Advertising rates vary from \$50.-\$350. Customized Ad sizes are available. Maps can be customized to your area. Cost: \$500. and Up. Minimum quantity of 2500. Other quantities available.

--- *Group Ads (shared expense among several advertisers)* ---

❑ **Group Lite**

2-5 advertisers share a Graphic Icon (225 pixels x 125 pixels), which generically identifies a target area, for example - "Town of Tallulah Falls." A multipage advertorial PDF overviews the area, provides a detailed message on each advertiser with 1-2 images each, address, telephone, email and website link for each if available. Content and photos may be changed once quarterly.

❑ **Group Standard**

2-5 advertisers share a prominent top of page banner ad (450 pixels x 125 pixels), which generically identifies a target area, for example - "Town of Tallulah Falls." A multipage advertorial PDF overviews the area, provides each advertiser with a full page PDF to post client provided content plus 1-2 images per PDF, address, telephone, email and website link for each if available. Content and photos can be changed once quarterly.

❑ **Group Premium**

2-5 advertisers share a prominent top of page banner ad (450 pixels x 125 pixels), which generically identifies a targeted area, for example - "Town of Tallulah Falls." A multipage advertorial PDF overviews the area, provides each advertiser with a full page PDF to post client provided content plus 1-2 images per PDF, address, telephone, email and website link for each if available. Content and photos can be updated 3 times quarterly (per advertiser). A forward or introduction about the area is written by Doc Lawrence, a recognized food, wine and travel journalist.

Wines Down South (WDS) will trade advertising for event marketing.

Your event will appear on the WDS website - Events section - for up to 60 days prior to the event with a graphic icon linked directly your event website. In return, WDS will have a "sponsor" listing for your event and we will be listed on the event website and printed materials.

WDS offers marketing packages for the individual business or co-marketing group plans. Our packages include a mix of products for building a "layered" marketing plan utilizing our online magazine, print and direct marketing. These plans are very affordable and designed with our clients in mind, because we advertise too!

We will gladly provide you with a customized plan and price quote.

Contact: ❑ **Sheila Brewington**
678-654-2324 • mountainlink@gmail.com

❑ **Stephen Cannon**
678-936-2442 • scannon@faifairemediaarts.com

❑ **Guy McKenzie**
706-746-5928 or 843-345-1991 (cell)