Program Advertising Form

1st Annual California Wine Festival - Monterey - October 5-6, 2012

The California Wine Festival program offers you the opportunity to showcase your winery, product or service in the official program to thousands of wine lovers during the Wine Festival events. Our colorful program will contain important information that attendees will be looking for. Contents: Schedule of events, map of booth exhibitors, lists all participating exhibitors, tasting notes area, Silent Auction item descriptions and list of sponsors and supports. Advertising in the official program is an excellent way to promote your wine brand or product/service and reach a targeted audience of thousands of upscale wine enthusiasts expected to attend this year's festival. Every attendee will get a program, refer to it time and time again during the Festival events and take them home providing long lasting advertising exposure.

Program Ad Sizes and Rates

This advertising insertion order form must be received 25 days prior to event date.

1. All ads are full color. Program Trim size: 5 1/2" W x 8 1/2" H; Live Area: 4.75"W x 7.75"H

Available ad sizes/rates – Please check ad size you want below:

❑ Outside Back Cover - $1000❑Inside Covers- -$750

❑Full Page - $500: Live Area dimensions:(4.75w" x 7.75h")

❑1/2 Page $300: (4.75w" x 3 .875h") ❑1/4 page; (2.375"w x 3.875"h) $200

IMPORTANT: **Bleed ads:** add 1/8" to all sides of dimensions

2. FILE SUBMISSION SPECIFICATIONS: CMYK print-ready PDF format is preferred, resolution 300 dpi. If submitting EPS files, please outline all fonts, flatten all transparencies, and embed images. If you are submitting Photoshop artwork or images they must be CMYK 300 dpi JPEGs. Quark and InDesign users should submit PDF files. We do not accept native layout files. Ad production work will be charged at standard industry rates.

3. PAYMENT must be included with this insertion order. No cash discounts or commissions.
Make check payable to: California Wine Festival. **866-273-4148** Attn: Emily Kaufmann, VP Operations

Mandatory Liability Waiver: The advertiser agrees to indemnify and protect the publisher from any claims from the content of the advertiser's ad, including text, representation and illustrations.

Signature Please Print Name and Date

Advertiser and Credit Card Payment Information

Company Name Contact Mobile

Address City State ZIP

Phone Fax Email

To Pay Fees w/ credit card enter Cardholder Name (Name on credit card)

Credit Card Type Credit Card Number Expiration Date

•P.O. Box 90358 • Santa Barbara CA 93190 • p. 805-886-5103 •f. 866-273-4148•
www.californiawinefestival.com