

# Small Space Advertising Opportunity



All wines come from someplace, but the best wines can only come from an extraordinary place. Oregon is a world-class wine region with more than 700 wineries and more than 1,000 vineyards growing 72 grape varieties. Come visit to see and taste for yourself what the wine writers and restaurateurs are rhapsodizing about. Oregon's vintners are waiting.

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  <p>kenwrightcellars.com</p>	  <p>ponzivyneyards.com</p>	  <p>agateridgevineyard.com</p>
  <p>dobbesfamilyestate.com</p>	  <p>elkcove.com</p>	  <p>duckpondcellars.com</p>
  <p>adelsheim.com</p>	  <p>reustlevineyards.com</p>	  <p>stollerfamilyestate.com</p>

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www.oregonwine.org/



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## REACH 3MM READERS AT DISCOUNTED PRICING

Leverage the power and authoritative voice of *Wine Spectator* to build brand awareness and drive sales. Timed with our Annual Oregon Wine Report, featured in the March issue, a co-op advertorial page will highlight Oregon and your winery.

## ADVERTISER FEATURES

- **Presenting Sponsorship:** Lead brand messaging, lead image, call-to-action and logo placement
- **Co-Sponsor Winery Listings:** Logo placement, up to 50 words of copy, bottle image, and URL call-to-action

## ADDED VALUE OFFERINGS

- **Pouring Opportunity:** At The Taste of Hope, NYC, May 2018, (800 attendees, Value = \$6,000)

- **Drive Purchases and Visits:** A sponsored *WineSpectator.com* page will promote offers from the wineries in their tasting rooms or with a purchase. The offers will be promoted in a sponsored listing in an editorial eNewsletter. (Sent to 40,000 subscribers, Value = \$3,500)

## COMMITMENT

- **\$2,000 NET:** 1 Presenting sponsorship
- **\$3,000 NET Per Winery:** Up to 9 Wineries will be featured
- **\$4,500 NET Per Winery:** Up to 6 Wineries will be featured

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## TIMELINE

- **12/18:** Signed IO/Space confirmed
- **12/20:** All assets delivered to WS
- **1/3:** Route RD listings and approvals
- **1/8:** Co-Op approved

## ASSETS TO PROVIDE

- **Image:** Hi-res, 300 dpi
- **Logo:** Hi-res logo, eps or jpg file
- **Copy:** 30 words (9 advertisers), 50 words (6 advertisers)
- **URL:** Website/Call-to-action
- **Turnkey Process:** *Wine Spectator* will collect all sponsor materials and manage approvals

## 2018 MARCH ISSUE DATES

- **Mailed to Subscribers:** February 1
- **Newsstand:** February 20

## CONTACT

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