

DailyWineNews

The wine industry's e-newsletter

Distributed to over 10,000 and growing daily, Daily Wine News offers a snapshot of wine business, research and marketing content gleaned from Australian and international wine media sources.

It's the only wine e-newsletter emailed daily (Monday to Friday*, 52 weeks per year) to the desktop of key executives and decision makers in the wine industry.

We offer advertisers a range of advertising options designed to maximise their exposure to this market.

Advertisements are hyperlinked to nominated website pages, assisting our customers in driving online traffic their way.

Flexible timing and placement means advertisers can change their message to suit a particular season or to coincide with a new product release.

*Excluding public holidays.



[w] winetitles
PROVIDING SOLUTIONS TO THE WINE INDUSTRY

Winetitles Pty Ltd
ABN 57 109 570 336

For further information contact

Ph +618 8369 9515
Fax +618 8369 9599

Email widsales@winetitles.com.au
Website www.winebiz.com.au

630 Regency Road, Broadview,
South Australia 5083

PO Box 1006, Prospect East,
South Australia 5082



Top banner advertisement*

This option places your company at the top of Daily Wine News. **Option subject to availability.*

Tile advertisement

Side tower advertisements including company logo, one-liner and website link provide maximum impact.

Articles and announcements

Your article appears in the news.

Display advertisement*

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. **Option subject to availability. Space strictly limited.*

Body banner advertisement*

Position at discretion of publisher. Three per month. **Option subject to availability.*

advertisement details & packages

effective 2011



Rate per insertion – GST inclusive	1 month
Banner advertisement – top*	\$969.00
Take the top position, before the news headlines to promote your special offer and special event.	
Banner advertisement – body***	\$495.00
Display advertisement top/middle 1***	\$759.00
Display advertisement bottom/middle 2***	\$660.00
The format allows your brand to be integrated into the day's top news stories.	
It is a larger format advertisement that gives more room for your special offer and marketing message.	

Tile advertisement	\$495.00
Put your logo and a simple one-line message alongside the day's current news headlines.	

Double Tile	\$550.00
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Rate per insertion – GST inclusive	1 month	1 issue	2–5 issues	12 issues**
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Articles and announcements	\$181.50	\$165.00	\$110.00
You can place your corporate press release or announcement in the news section of the Daily Wine News. Announcements should be kept to between 50-60 words and may contain a link to your website. This section attracts a premium as it appears as a news link in Daily Wine News and is highly visible and actively read by subscribers.			

Terms and conditions

Banner, tile and display advertisements are purchased on a per-month basis and billed monthly in advance. Daily Wine News advertising is always subject to availability. *Option subject to availability. **1 per month. ***Position at the discretion of publisher, 3 per month. Phone (08) 8369 9500 for more information. * Animated files add 20% loading.

To book advertising contact Nicole Evans. Ph: +618 8369 9515 Mobile: +61 409 670 996 Fax: +618 8369 9599 Email: widsales@winetitles.com.au

How to submit advertisements

Advertising material should be submitted in the following ways:*** We will accept –

1 Picture files

All ad material can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp and .psd. Files can be supplied web compressed. Animated gifs can be included. Material will be compressed for web at our own discretion. Flash and Shockwave files cannot be accepted.

2 URL

At any time, the URL (web address) that your booking will link to can be supplied.

3 Adobe Illustrator

As well as the information contained in (1) above, please supply the Illustrator file both in original type format and with outlined type as .eps or .ai.

4 Microsoft Word

Please note that files supplied in Microsoft Word will need to be checked for quality and recreated in a more appropriate application by our highly trained staff. Any images/logos used MUST BE supplied as separate files in their original format. Some images/logos taken from websites may not be used as the quality may not be suitable. Any colours used in creation of the advertisement may vary slightly after compression.

*** We want to display your advertisement to its full potential. Our friendly production staff will be happy to help you with any queries you may have regarding the submission of your advertisements. If you are unsure of how to supply your artwork, please phone (08) 8369 9500 or email the address below

Files can be burnt to CD and mailed to 630 Regency Road, Broadview, South Australia 5083. Files smaller than 20MB can be emailed to widsales@winetitles.com.au.

Prior to sending native files via email please compress using DropStuff or WinZip, PDF files need no further compression.

All images need to be 72dpi RGB colour