



CANADIAN WINECRAFTER

The Canadian Craft Winemakers Association's Magazine

Reach out to 1,400 retailers of craft wines across Canada with your message about the products and services that bring in customers and generate profit.

Canadian Winecrafter is the official publication of the Canadian Craft Winemakers Association (CCWA) – an association serving the interests of the manufacturers of wine and beer kits and the retailers who sell their products. CCWA's members include manufacturers and suppliers of Canada's leading winemaking kits, supplies for retailers and consumer products.

Canadian Winecrafter is produced for Canadian retailers of winemaking products and is intended to provide them with:

- product knowledge of wine and the winemaking process
- marketing techniques for attracting customers
- information on successful store operations
- access to accessory products that increase sales and enhance the consumer's experience

Excellent advertising options are now available in all areas of this full-colour magazine – inside covers, two-page spreads, full-page ads and fractional-page ads as well as polybag inserts. It's ideal for suppliers of:

- winemaking kits
- retail and home winemaking equipment
- supplies including bottles, corks and packaging
- gift items related to wine and life-style

Canadian Winecrafter solicits well-written generic articles from advertisers. Articles can be between 700 and 1,500 words in length and would ideally contain colour photos or figures. The editorial committee reviews all articles. Approved articles may appear in the current or a future issue, with attributions.

Contact us at 905-270-6587 or 1-877-305-6587 (toll free) or wine@jmla.biz.

We can help you increase your sales in this vibrant industry sector!





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2011 ADVERTISING RATE CARD

A WIDE CHOICE OF AD SIZES AND PRICES TO MEET YOUR ADVERTISING NEEDS!

ADVERTISING RATES (per insertion)			AD DIMENSIONS		
SIZE	1x	2x	SIZE	Width	Height
Full Page	\$1,599.50	\$1,439.00	Full Page	7"	9.5"
2/3 Page	1,419.50	1,278.00	Trim	8.375"	10.875"
1/2 Page	1,039.50	935.00	2/3 Hz	7"	6.25"
1/3 Page	769.50	692.00	2/3 Vt	4.625"	9.5"
1/4 Page	569.50	512.00	1/2 Hz	7"	4.625"
1/6 Page	469.50	422.00	1/2 Vt	3.375"	9.5"
Business card	399.50	359.00	1/2 Island	4.625"	7"
			1/3 Hz	7"	3"
			1/3 Vt	2.125"	9.5"
			1/3 Sq	4.625"	4.625"
			1/4 Hz	7"	2.125"
			1/4 Vt	3.375"	4.625"
			1/4 Island	4.625"	3.375"
			1/6 Hz	4.625"	2.125"
			1/6 Vt	2.125"	4.625"
			Business card	3.375"	2.125"
			<i>Business card ads may appear together on one or more pages.</i>		
INSIDE & BACK COVERS (per insertion)					
Inside front or back cover	\$2,169.50	\$1,950.00			
Outside back cover	2,409.50	2,170.00			
COLOUR RATES					
(per insertion - in addition to advertising rates)					
One process colour (magenta, cyan or yellow)	400.00	360.00			
Matched PMS colour	550.00	495.00			
4-colour full-page (less-than-full-page ads at fractional rate, e.g. 1/2 page ad = \$400)	800.00	720.00			

CCWA members receive a 10% discount off all prices.
 Ad development and special production costs are extra.
 Relevant taxes will be added to all prices.

FINE PRINT

The advertiser indemnifies the Canadian Craft Winemakers Association (CCWA), its employees and contractors against losses or liabilities arising from this advertising. The advertiser warrants that it has the right to use any logo or device appearing in its advertisement that belongs to another corporate entity, and holds CCWA harmless from costs arising from those improper uses of said logo or device. CCWA reserves the right to refuse any ad or its content. CCWA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next publication, if any proven or admitted errors or omissions have occurred. Payment is due prior to the advertising sales deadline. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay CCWA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication.

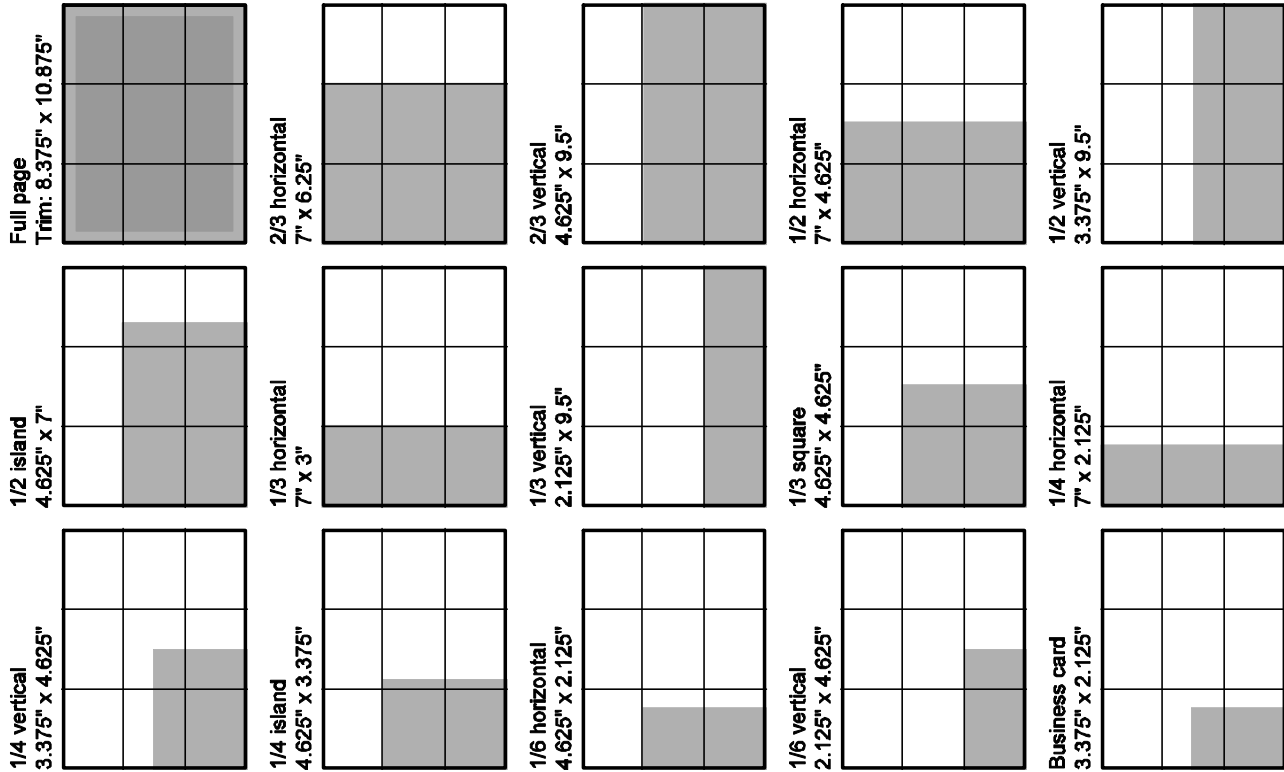
CANADIAN WINECRAFTER Magazine c/o J.M. Levi & Associates Ltd.

Suite 404, 2200 Sherobee Road, Mississauga, Ontario L5A 3Y3

Tel: 905-270-6587 • Toll free: 1-877-305-6587 • Fax: 905-848-8499 • Email: wine@jmla.biz

February 2011

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MECHANICAL REQUIREMENTS

Page Size: 7" X 9.5"

Trim Size: 8.375" X 10.875"

Bleed Size: 8.625" X 11.125"

Halftone Screen: 133 lines to 150 lines

AD SUBMISSION

MAC and PC digital files only. Please refer to the price sheet that summarizes ad sizes to confirm required dimensions. Use advertiser's name and issue date in file name: e.g. ABC_wine_ad_2011.pdf. Our ad format preferences are:

- 1st choice: high-res PDF with all fonts embedded
- 2nd choice: self-contained (Illustrator) EPS file (fonts in paths, grayscale/PMS/CMYK, graphics embedded)
- 3rd choice: 300 dpi, grayscale or CMYK (Photoshop) TIFF file

Full page ads – please fax a smaller-than-actual printout of ad showing crop marks to 905-848-8499. Ad files sent to CCWA are used as they are received. Printed proofs are not required.

AD DELIVERY

Stuffed/zipped files of up to 7 mb can be emailed to wine@jmla.biz. Contact us to arrange FTP for files larger than 7 mb. Files on CD can also be sent to the *Canadian Winecrafter* office at the address below.

MAGAZINE PRODUCTION

Canadian Winecrafter is printed on high-quality coated paper stock, with four-colour capability, by the sheet-fed offset method. All material must arrive by the closing date for guaranteed inclusion in the issue. The Canadian Craft Winemakers Association accepts no responsibility for the reproduction of ads prepared by the advertiser.

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