

# DailyWineNews

The wine industry's e-newsletter

Distributed to over 11,000 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.



#### Top banner advertisement\*

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

#### Video advertisement

Premium position. Image links to video file.

#### Tile advertisement (can be linked to video file)

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

#### Verticle display advertisement (can be linked to video file)

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.*

#### Display advertisement\* (can be linked to video file)

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.*

#### Articles and announcements

Your article appears in the news.

#### Body banner advertisement\*

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



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WINE INDUSTRY SOLUTIONS

Winetitles Media Pty Ltd

ABN 57 109 570 336

For further information contact

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630 Regency Road, Broadview,  
South Australia 5083

# advertisement details & packages



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***	\$880.00, Video \$1100
Display advertisement middle 2, 3***	\$770.00, Video \$963
Display advertisement bottom/middle 4, 5, 6, 7***	\$660.00, Video \$825
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.	
Verticle display ad - Primary	\$880
Verticle display - Secondary	\$770
Product of the month	\$110
Logo	\$110

## 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 Fax: +618 8369 9599 Email: [widsales@winetitles.com.au](mailto:widsales@winetitles.com.au)

Rate per insertion – GST inclusive	1 month
Premium video tile	\$969.00
Image links to video file.	
Tile advertisement	\$495.00, Video \$619
Put your logo and a simple one-line message alongside the day's current news headlines.	
Double Tile	\$605.00, Video \$756

Rate per insertion – GST inclusive	1 week
Articles and announcements	\$181.50

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.

## How to submit advertisements

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

### 1 Picture/Video files

All ad material can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd, .mpeg, .swf. Videos can be linked to either advertiser site or on Winetitles hosted site. 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.

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