

# WINE BUSINESS MONTHLY

## Online Advertising 2021 Rates & Specifications

### Website Ads Unique Visitors: 100,000 per month

#### HOME PAGE WINE BUSINESS.com

Rates are for 15 minutes per hour every hour for one month.

Main Column		Right-hand Column	
Ad Size (w x h) Frequency	300 x 250 pixels	Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,500	1X	\$2,150
3X	\$3,250	3X	\$2,100
7X	\$3,000	7X	\$2,050
12X	\$2,500	12X	\$2,000
18X	\$2,250	18X	\$1,950

#### TARGETED ARTICLE PAGES

##### Specific content posted on www.winebusiness.com

(for example: winemaking,  
finance, grape growing and others)

Get your message in front of targeted customers.  
Rates are for one month.

Ad Size (w x h)	300 x 250 pixels
<b>Per Month</b>	<b>\$3,500</b>

### Email Ads Number of Subscribers: 30,000+

#### daily news EMAIL

Rates are for one month. Email delivered every business day.

Location	Ad Size (w x h)	300 x 250 pixels	Location	Ad Size (w x h)	300 x 250 pixels
<b>Top Position</b>		<b>\$4,000</b>	<b>5th Position</b>		<b>\$3,500</b>
<b>2nd Position</b>		<b>\$3,750</b>	<b>6th Position</b>		<b>\$3,500</b>
<b>3rd Position</b>		<b>\$3,750</b>	<b>7th Position</b>		<b>\$3,500</b>
<b>4th Position</b>		<b>\$3,750</b>	<b>8th Position</b>		<b>\$3,500</b>

#### weekly wrap EMAIL

Email sent out every Friday afternoon.

Ad Size (w x h)	300 x 250 pixels
<b>Per Month</b>	<b>\$4,000</b>

Four ad slots rotate each week. Your ad may be in the first slot one week and the fourth slot the next week. You are guaranteed your ad will be in the top slot at least once during the month. If there is a fifth Friday in a month, the slots will rotate randomly.

#### Online Ad Deadlines:

Artwork and link must be received 10 days prior to banner start date. Email attachments to [ads@winebusiness.com](mailto:ads@winebusiness.com).

#### AD SIZE FOR ALL

INLINE RECTANGLE  
300 x 250 pixels

**Notes about Online Ads:** All of our ad sizes are 300 x 250 pixels. We follow IAB Creative Guidelines for Display & Mobile. File size should not exceed 150KB. Allowed File Types: .jpg, .png, .gif

**\*WARNING:** Animated GIFs are not compatible with most desktop email readers. Users will only see the first frame. If GIF must be used as banner ad on newsletter, the first frame should include the call to action. Flashing or flickering content is not allowed.