



TASTERS GUILD JOURNAL INSERTION ORDER

Company _____ Product Name _____
Billing Address _____
City _____ State _____ Zip _____
Contact _____ Telephone # _____
FAX _____ E-mail _____

Please reserve my magazine ad in the **Tasters Guild Journal**: _____
(Signature)

ISSUES: _____ Summer (Jun/Jul) _____ Holiday (Nov/Dec)

SPACE: _____ 1/6 page _____ 1/3 page _____ 1/2 Page _____ 2/3 Page _____ Full Page _____ Label Ad

RATES:

	1X	3X	Annual
1/6 page	\$425	\$375	
1/3 page	\$695	\$650	
1/2 page	\$1095	\$1025	
2/3 page	\$1325	\$1250	
Full Page R.O.B.	\$3000	\$2800	

(Cover rates on request)

MATERIAL SPECIFICATIONS

1/6 page vertical = 2 1/4" w by 4 3/4" h
_____ 1/3 page vertical = 2 1/4" w by 9 7/8" h
_____ 1/3 page square = 4 3/4" w by 4 3/4" h
1/2 page horizontal only = 7 1/4" w by 4 3/4" h
2/3 page vertical only = 4 3/4" w by 9 3/4" h
Full Page trim = 8 1/4" w by 10 7/8" h
Full Page bleed = 8 3/4" w by 11 1/4" h
(Live space should be 1/4" in from trim on all sides)

All rates are net and payable 30 days from invoice.

Label Ad in "Tasting Notes" @\$125 (includes placement on website for remainder of the current year or longer).

Copy: For multi-issue contracts, supplied copy will be reprinted in all issues unless notified of new ad/copy changes by posted deadline dates. For label ads, please supply two actual labels or .jpg electronic file.

Electronic file requirements: Final files provided on floppy disk, zip disk or CD. Preferred programs: Freehand, Illustrator, QuarkXpress or Photoshop. Files must be actual size, at least 300 dpi and include all fonts and artwork. Please provide one color proof of the ad. Ads requiring alterations will be subject to a production charge.

DEADLINES:	Reserve Space	All Materials
Summer issue	May 28	June 7
Holiday issue	October 6	October 15

Send insertion form to: Machera and Associates
Attn: Robert Machera
683 Twitchell Hill Rd
Shaftsbury, VT 05262
Phone/Fax: (802) 442-8523

Ad materials to: Tasters Guild Journal
1515 Michigan NE
Grand Rapids, MI 49503
e-mail: joeb@tastersguild.com
(616) 454-7815 Fax: (616) 459-9969

**FOR INFORMATION ON SPECIAL WINE & FOOD ISSUES DEVOTED TO SPECIFIC REGIONS,
CALL ROBERT MACHERA.**