

canvas

[concierge alliance napa valley & sonoma]
THE EXPERIENCE MAGAZINE

CANVAS prepares for the second issue of a Consumer Magazine on behalf of our Members and the Hospitality Community of Napa and Sonoma.

In December 2018 CANVAS introduced the inaugural issue that celebrated both ten years of hospitality, as well as introduced a fresh and unprecedented approach to discovering and telling stories about personalities, innovators, creators, wineries, destinations and businesses that woven together create the fabric of wine country.

Aimed primarily at consumers, with the voice of the trade, the magazine appears both in print and digitally, to reach a wide and ever-expanding audience.

Founded ten years ago, CANVAS has now extended outward to consumers via its hospitality member professionals who influence wine country experiential decisions.

Including direct outreach to Wine Country enthusiasts this original approach to wine country editorial coverage has an innovative and inquisitive editorial mission. The voice and style of the magazine is unlike any prior wine country publication. Our contributing story tellers include long-published contributing writers and photographers. The visual messaging of this publication is also a signature element. The first issue, with a theme of evolution, looked back at a decade of the wine country through the forward-thinking vision of today, and also covered topics such as Taste, Shop, Stay, Relax and Ride. Going forward future issues will create a familiarity with Napa Sonoma that give Wine Enthusiasts an excitement and comfort with the region even before they arrive.

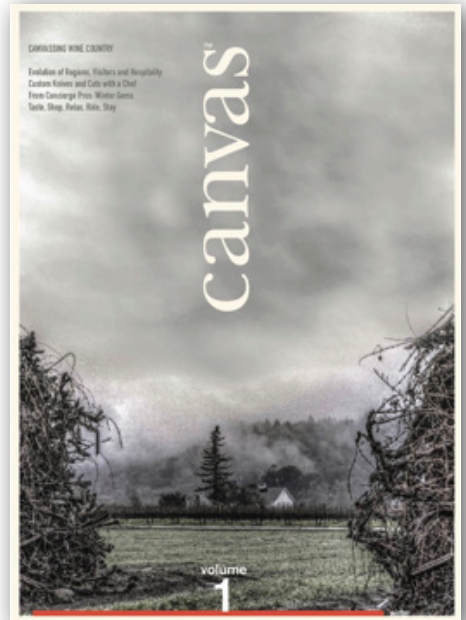
CANVAS publishes three issues per year: Spring/Summer, Autumn/Harvest and Winter/Holiday.

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 twitter.com/CANVAS_connect



For editorial consideration contact
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and Co-founder at
colby@conciergealliance.com
or 707.287.2268.

For more about CANVAS visit
ConciergeAlliance.com.

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	1x		2x		3x	
Inside Front Cover / Two-Page Spread	\$4,500	\$4,050	\$4,000	\$3,600	\$3,500	\$3,150
Back Cover	\$4,500	\$4,050	\$4,000	\$3,600	\$3,500	\$3,150
Two-Page Spread	\$4,000	\$3,600	\$3,500	\$3,150	\$3,000	\$2,700
Inside Front Cover	\$3,500	\$3,150	\$3,000	\$2,700	\$2,500	\$2,250
Inside Back Cover	\$3,000	\$2,700	\$2,500	\$2,250	\$2,000	\$1,800
Full Page	\$2,500	\$2,250	\$2,000	\$1,800	\$1,500	\$1,350
1/2 Page	\$2,000	\$1,800	\$1,500	\$1,250	\$1,250	\$1,125
1/3 Page	\$1,750	\$1,575	\$1,250	\$1,125	\$1,000	\$900

***CANVAS Members receive a 10% discount on all ad rates**

PAYMENT

All rates are net. Payment is due for first issue Advertisement commitment upon execution of agreement. Advertiser will be billed for each additional ad 30 days prior to print dates. Advertisers who cancel after the closing date will be liable for payment in full. Advertisers under contract are protected at current rates until termination of existing contract.

Frequency discounts are valid for advertising which runs within a 12-month period, based on the date of first advertising placement. If advertiser does not complete the contract within a 12-month period, advertising will be back billed at the one-time rate.

AD SPECS

CANVAS trim size is 7-1/2 in. wide x 10-1/2 in. tall.
 (See page 3)

SPECIAL INSERTS, CARDS

Contact publisher for availability, costs and specifications.

CANCELLATIONS

Cancellations will not be accepted after closing date. Advertisers who cancel after the closing date will be liable for payment in full. For advertisers receiving multiple frequency discounts, canceled ads must be re-booked on cancellation and run within 12 months of the first ad in the contract. Advertisers who do not fulfill their contracts will be back-billed at the one-time rate.

MATERIAL ACCEPTED

Prepress proofs are not available. Adobe PDFs are preferred. **PDF/X-1a:2001** format. We require 300dpi or above for images, 1200dpi for line art and text. Other digital file formats accepted include: Photoshop (flattened), EPS, JPG, TIF and InDesign. Make sure all RGB and spot colors are converted to CMYK.

PRODUCTION CHARGES

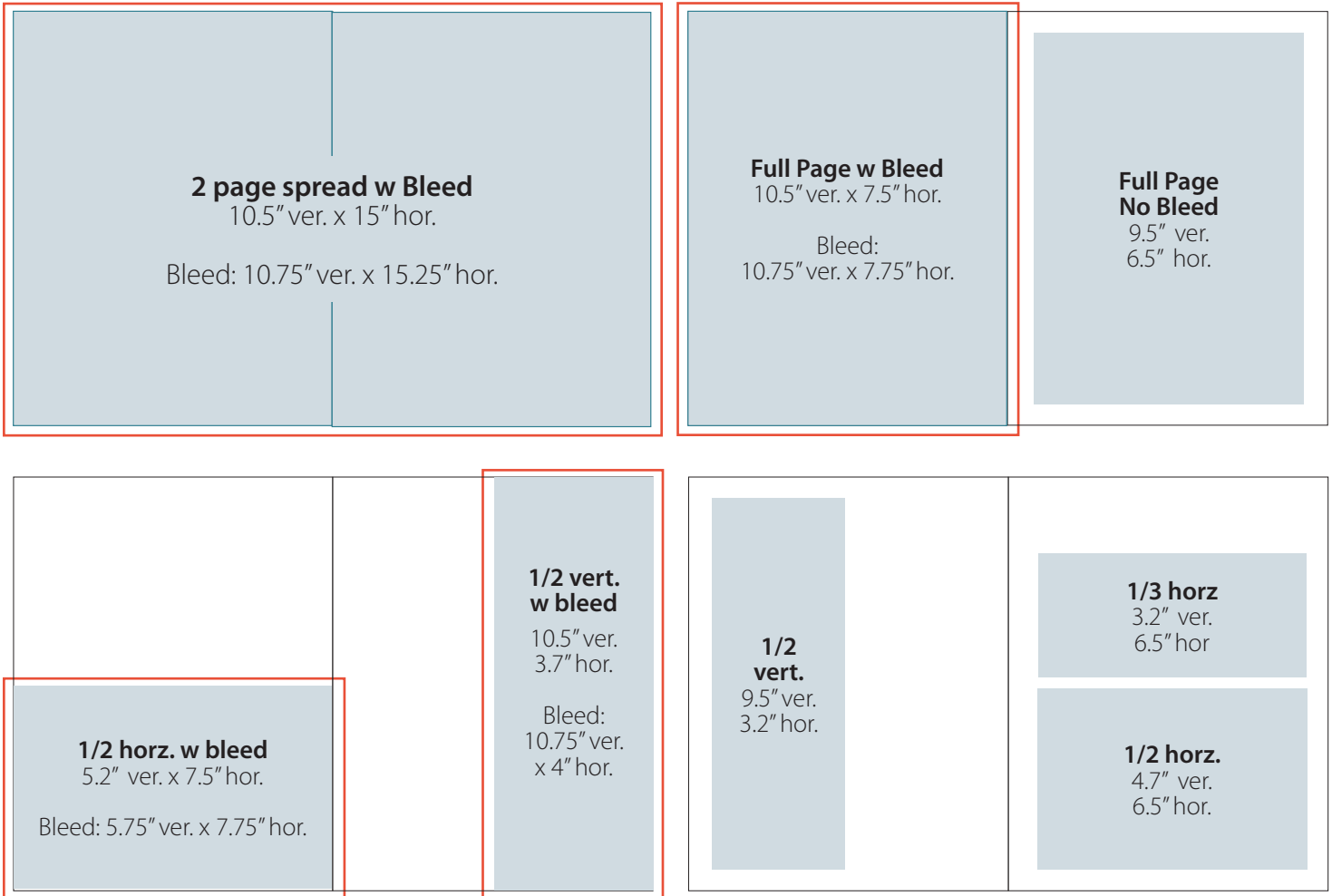
Any artwork done by publisher (e.g. typesetting or rebuilding) will be billed at prevailing rates to the advertiser as production charges.

CONTRACT REGULATIONS

Publisher reserves the right to reject any advertising deemed unsuitable. Publisher must be given written notice to cancel any contract.

Send your ad to Kat@conciiergeexperiencemagazine.com. Contact the CANVAS publications department with any questions 707 254-5495.

*Files larger than 3 MB will not be accepted via e-mail and will need alternate arrangements



Canvas Magazine trim size: 10.5" Vertical x 7.5" Horizontal

two-page spread	Bleed 10.75"V x 15.25"H	Trim 10"V x 15"H	Live 10"V x 7"H per page
Full page	Bleed 10.75"V 7.75"H	Trim 10.5"V x 7.5"H	Live 10"V x 7"H
1/2 Page Horz.	Bleed 5.75"V x 7.75"H	Trim 5.2"V x 7.5"H	Live 4.7"V x 7"H
1/2 Page Vert.	Bleed 10.75"V. x 4"H	Trim 10.5"V x 3.7"H	Live 10"V x 3.2"H
1/2 Page Horz.	No bleed	Trim 4.7"V x 6.5"H	
1/2 Page Vert.	No bleed	Trim 9.5"V x 3.2"H	
1/3 page Horz.	No bleed	Trim 3.2 V x 6.5"H	

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Volume 1, Issue 1 – Winter / Holiday
December 2018 – March 2019

“EVOLUTION”

Evolution of Regions, Visitors and Hospitality
Taste, Shop, Relax, Ride, Stay, Discover
From Concierge Pros: Winter Gems
Custom Knives, with Napa’s Sportiest Chef
Seeing Wine Country a New Way
The Food + Wine Revolution

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Volume 1, Issue 2 – Spring / Summer
April 2019 – July 2019

“REJUVENATE”

Broadway Musicals in Sonoma Valley
Taste, Shop, Relax, Wear, Ride, Mix, Stay, Discover
75 Years of Napa Valley Vintners
Wine Country Distilleries
Creatively Cultivating Cannabis
Delicacies – Truffle Hunting, Grass-Fed Beef

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Volume 1, Issue 3 – Autumn / Harvest
August 2019 – November 2019

“REAP”

Haute Harvests
Taste, Shop, Relax, Wear, Ride, Mix, Stay, Discover
Wineries and Restaurants with Farms
Ultimate Culinary Experiences
Hopping Into the Micro-Brew Explosion
Cinema Scene in the Napa Valley

Date: _____ Advertiser (company name): _____

Contact: _____ Title: _____

Address: _____ City: _____

State/Province: _____ Country: _____ ZIP/Postal code: _____

Phone: _____ Mobile: _____ E-mail: _____

Magazine Insertion Schedule and Closing Dates:

- Spring/Summer – April 1 Space Deadline February 14, 2019 Last Day Ad Materials Deadline February 28, 2019
- Autumn/Harvest – August 1 Space Deadline June 14, 2019 Last Day Ad Materials Deadline June 28, 2019
- Winter/Holiday – December 1 Space Deadline October 17, 2019 Last Day Ad Materials Deadline October 31, 2019

Premium Positions: Inside Front Cover /Two-Page Spread Inside Front Cover Inside Back Cover Back Cover

Standard Positions: Two-Page Spread Full Page Half Page Vertical Half Page Horizontal Quarter Page

Bleed yes

no

Special Instructions:

PAYMENT TOTAL: _____

BILLING: Direct to advertiser Through agency listed

Please charge my: MC VISA AMEX Card No. (Advance payment required)

Name as it appears on Credit Card: _____

Billing Address: _____ City: _____

State/Province: _____ Country: _____ ZIP/Postal code: _____

Exp. Date: _____ CVV Code: _____ Signature _____

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AUTHORIZATION Signature _____ Date: _____

Return this complete form via email to Kat@canvasexperiencemagazine.com. For questions call Kat at 707 254-5495.