

# CANVASSING WINE COUNTRY canvas

[concierge alliance napa valley & sonoma]

**Canvassing Wine Country is the only consumer magazine inspired by the hospitality community and professional recommenders of Napa and Sonoma!**

CANVAS, the Concierge Alliance of Napa Valley and Sonoma, initially launched the magazine to celebrate ten years of this dynamic organization which both unites and supports the hospitality professionals that are an integral part of wine country.

Now published four times per year, the magazine offers a fresh and unprecedented approach to discovering and telling stories about the personalities, innovators, creators, wineries, destinations and businesses that woven together create the fabric of wine country is THE signature of *Canvassing Wine Country*.

Aimed primarily at consumers, with the voice of the trade, the magazine is distributed both in print and digitally, to reach a wide and ever-expanding audience. Distribution outlets include concierge desks, hotels, bed and breakfast inns, wineries, tour departure sites, visitor information areas, special events, San Francisco hotels and more!

Founded more than a decade ago, CANVAS is perfectly poised as the voice of the wine country, a natural resource and compelling force that shares intimate perspectives and stories with wine travelers, as well as fellow professionals who influence wine country experiential decisions.

Including direct outreach to wine country enthusiasts this original approach to editorial coverage has an innovative and inquisitive editorial mission. The voice and style of the magazine is unlike any prior wine country publication. Our story tellers include long-published contributing writers and photographers. The visual messaging of this publication, with many large and attractive photos that help tell the stories, is also a signature element.

Every issue creates an invitation to enjoy Napa and Sonoma on a deeper level. By digging below the surface, the stories produce both a new level of excitement, as well as a comforting familiarity with the regions.

*Canvassing Wine Country* has been expanded to four issues per year:

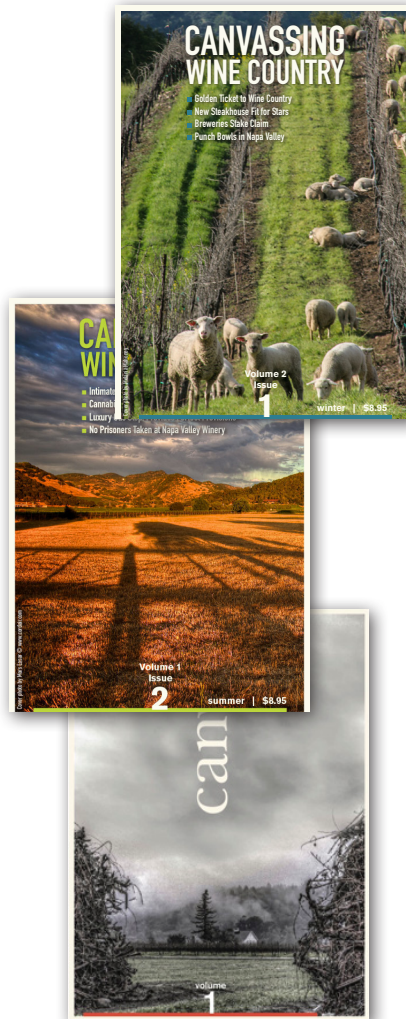
- **Winter** digital and print
- **Autumn / Harvest** digital and print
- **Spring / Summer** digital and print
- **Holiday** special digital mini-issue

## FOLLOW US ON SOCIAL MEDIA

facebook.com/CanvassingWineCountryMag  
instagram.com/CanvassingWineCountryMag  
twitter.com/CANVAS\_connect

**CANVAS** ConciergeAlliance.com

**MAGAZINE** ConciergeAlliance.com/magazine



For editorial consideration contact  
Lisa Adams Walter, Executive Editor and Magazine  
Co-Founder at [lisa@CanvassingWineCountry.com](mailto:lisa@CanvassingWineCountry.com)  
or 707.696.5006.

To advertise reach out to Dana Johnson,  
Advertising and Membership Sales Director,  
[Dana@CanvassingWineCountry.com](mailto:Dana@CanvassingWineCountry.com)  
or 707.322.3403.

CANVAS Founder and Magazine Publisher and  
Co-founder is Colby Smith  
[colby@conciergealliance.com](mailto:colby@conciergealliance.com) or 707.287.2268.

For more about CANVAS visit  
[ConciergeAlliance.com](http://ConciergeAlliance.com). To read the Magazine  
visit [ConciergeAlliance.com/magazine](http://ConciergeAlliance.com/magazine)

	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	\$1,600	\$1,440	\$1,100	\$990	\$875	\$775

**\*CANVAS Members receive a 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

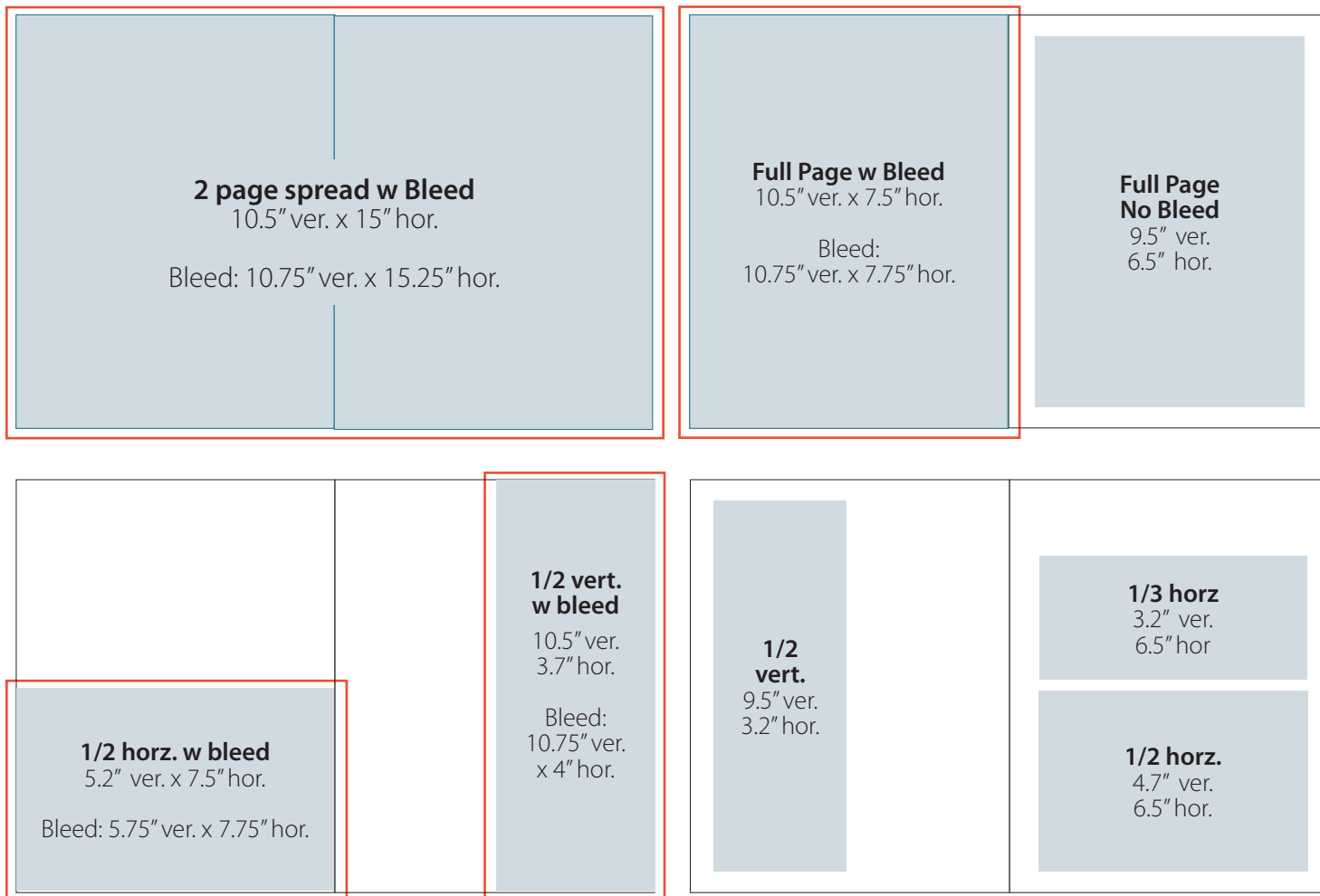
Publisher reserves the right to reject any advertising deemed unsuitable. Publisher must be given written notice to cancel any contract.

Please send:

Your ad contract to: [Dana@CanvassingWineCountry.com](mailto:Dana@CanvassingWineCountry.com)  
 Your completed ad to: [Colby@ConciergeAlliance.com](mailto:Colby@ConciergeAlliance.com)

Contact the CANVAS Publications Department with any questions: 707.322.3403

\*Files larger than 10 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	

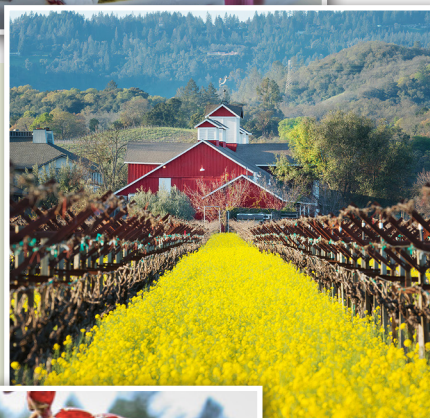
**Volume 2, Issue 1**  
**January-March 2020**

**“WINTER”**



**Volume 2, issue 2**  
**April - July, 2020**

**“SPRING / SUMMER”**



**Volume 2, Issue 3**  
**August - October, 2020**

**“AUTUMN / HARVEST”**



**Volume 2, Issue 4**  
**A Digital Mini-Issue**  
**November - December, 2020**

**“HOLIDAY”**



\*Projected editorial topics are listed above, yet subject to change.

Date: \_\_\_\_\_ Advertiser (company name): \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Magazine Schedule:

☐ Winter / Holiday 2020

☐ Spring / Summer 2020

☐ Autumn / Harvest 2020

☐ Holiday 2020

**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 \_\_\_\_\_

**CANCELLATION POLICY** Cancellations and changes cannot be accepted after closing date. 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.

AUTHORIZATION Signature \_\_\_\_\_ Date: \_\_\_\_\_

Return this completed form to Dana Johnson, Dana@CanvassingWineCountry.com - Questions? Call Dana at 707.322.3403