

Media Pack:

Web Advertising Rates and Guidelines www.greatwinecapitals.com

Great Wine Capitals, a World of Excellence

Overview

The Great Wine Capitals Global Network was founded in 1999 to share a common economic and cultural asset – their world-renowned wine regions. The purpose of the Network is to bring them together to share global business, wine, educational and tourism experiences.

Current members are

- Bilbao | Rioja (Spain)
- Bordeaux (France)
- Cape Town (South Africa)
- Christchurch | South Island (New Zealand)
- Firenze (Italy)
- Mainz | Rheinhessen (Germany)
- Mendoza (Argentina)
- Porto (Portugal)
- San Francisco | Napa Valley (USA)

The Network has developed several communication tools to promote its member cities, wine regions, wine tourism and tourism operators: a website, an e-newsletter which spreads the latest news about the Network members and events, a blog, etc.

It also launched the now internationally renowned **Best Of Wine Tourism contest**, awarding properties and tourism operators for their excellence in welcoming visitors, and more recently, the Great Wine Capitals International Student grant, awarding 2 students a year for their research in wine marketing / wine tourism.

Advertising

Great Wine Capitals is a great place to give international exposure to your company as many, influential people of the wine and tourism sectors are drawn to the website, which provides lots of news, global information, local or international events, photos and videos of the members. It offers a unique opportunity to find on one place classified content about nine major cities and wine regions of the world.

We just launched this new website with more facilities, better exposure, larger target and we expect to the frequentation figures to increase highly!

Web advertising is available in high-traffic areas, particularly the [Homepage](#), being the first visited page (**more than 2200 unique visites/month**), followed by the [Best Of Wine Tourism](#) pages.

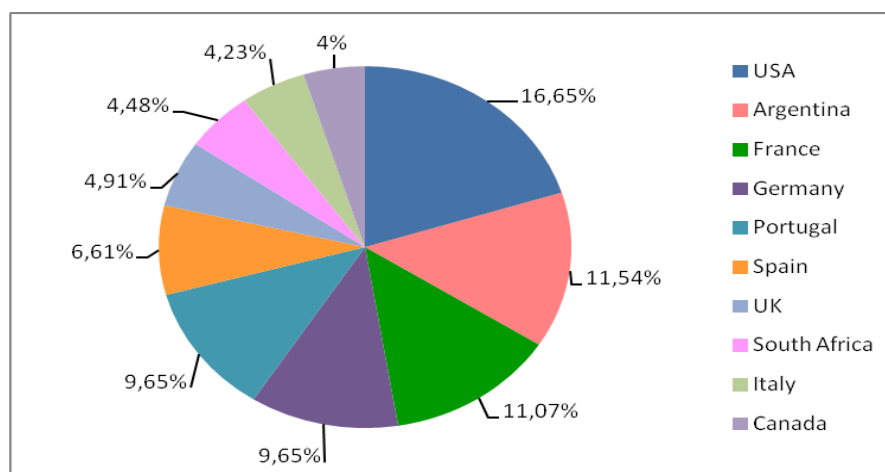
Advertising on Great Wine Capitals website in 2012 qualifies you for a free simple listing in our [Recommended Links](#) pages.

Website audience

The site receives over **12,000 pages** views per month with an average of over **7 500 visits** per month, coming from more than **80 different countries**. The site gets an average of 250 visits per day. Those figures also mean that your banner will be seen by thousands of people every month, from all over the world, which provides you with a wide range of potential customers.

The Great Wine Capitals website is ranking at place 6 on Google PageRank (on a scale from 1 to 10, 10 being the most significant place). Google PageRank evaluates the popularity of the website, so 6/10 is very promising and a proof of the website potential.

Geographical visitors split:



As you can see on the above chart, visitors mainly come from the USA, then from Argentina, France, Germany and Portugal. Those figures show the diversity of visitors, and that your banner will have an international audience, which is a great opportunity.

❖ Monthly e-newsletter

The interest for Great Wine Capitals keeps increasing over the years. Indeed, the number of registered persons to receive the GWC monthly e-newsletter has increased by 30 % within the last 6 months to exceed **1,800 addresses** from **more than 40 different countries**.

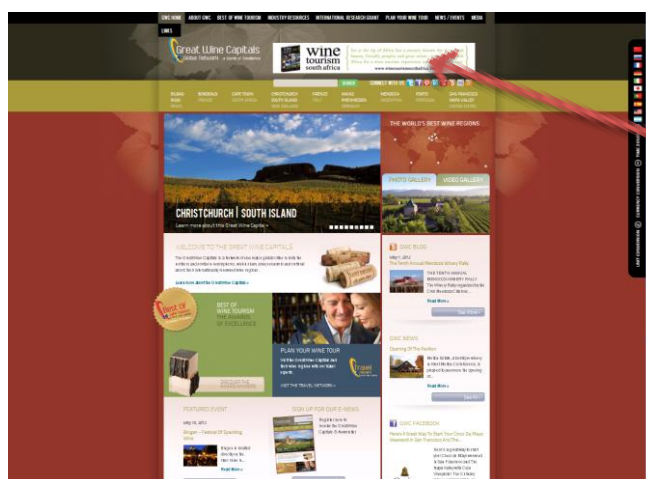
Maximum exposure

To provide your ad with maximum exposure, GWC offers you the possibility to choose on which page to advertise.

The banner you choose will rotate evenly with other ads (with a maximum of 3 ads) on one, two or all pages of the website. Moreover, each time a visitor refreshes a page, the banner will rotate again, in a different order. This enables your ad to be viewed by the largest number of visitors.

We will be able to trace the number of clicks on the banner and we will provide you the number of Ad impressions / unique impressions.

- ❖ For a maximum exposure, hereafter is where your banner will be highlighted: :



600x90 - Horizontal banner

Ad rates (French VAT will be applicable for invoices within the European Union: 19,6%)

Sections	1 month	3 months
Homepage	€ 180	€ 500
Best Of Winners page	€ 150	€ 400
Any others pages	€ 120	€ 350

Web Advertising Specifications

Ad Type	Dimension
Horizontal Banner	600x90

Payment method

- Bank transfer
- Checks (only for French companies) are to be made payable to the Bordeaux Chamber of Commerce.

Ad initiates when payment is received.

Terms and conditions

- Payment must be sold in full at the time of ad placement.
- GWC will not accept ads that promote illegal activity, such as pornography, libel or material that infringes on any intellectual property right.
- GWC reserves the right to refuse any advertising on the basis of editorial discretion.
- GWC reserves the right to terminate advertising at any time for any reason.
- Great Wine Capitals Global Network does not assume liability for all content including text, pictures and illustrations of the publication.
- Advertisers assume liability for all content, including texts and illustrations of banners and also assume responsibility for any claims arising.
- GWC is not responsible for how individuals may respond to articles or advertising.
- GWC does not guarantee any given level of circulation or readership for a banner or advertisement.

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