



## THE VIRGINIA WINERY-HOPPING GUIDE™ MEDIA KIT

Talk about a publication that just can't keep up with consumer demand - We're STILL getting requests for last year's edition of this little gem - the Virginia Winery-Hopping Guide.

80,000 people will be keeping this guide in their cars as their preferred daytripping reference this year. The guide is distributed FREE in the Washington DC metropolitan region and all over Virginia, including Virginia Wineries, wine shops, coffee shops, restaurants, boutiques, and as souvenirs at major wine events.

Unlike traditional magazines, the Virginia Winery-Hopping Guide just keeps going and going and going. This handy resource groups Virginia wineries into hopping clusters™ for planning the perfect wine country daytrip. It's designed especially to be kept as a resource for weekend excursions with:

- ♦ features on every wine tasting room in the state
- ♦ maps & directions to all of the tasting rooms
- ♦ a handy wine & cuisine pairing chart
- ♦ The Big 20 List of Commonwealth wine festivals

Advertising in this publication supports the Farm Wine industry through the Farm Wineries Council, a non-profit 501c3 organization dedicated to sustainable "green" viticulture and the promotion of Virginia wines.

This publication is a unique marketing venue for one reason - it goes! Because of it's content it gets kept in the car and thumbed through again and again and again as a valuable resource for

folks going in search of the activity voted "most popular way to spend the weekend" in the metropolitan DC region - visiting Virginia vineyards.

The Virginia Winery-Hopping Guide was first produced by Celebrating Virginia Magazine in 2004 and it has been consistently requested and downloaded ever since. The guide is now produced in batches for 20,000 readers four times throughout the season - March, May, July and September. Simply pick which edition(s) you'd like to be in!

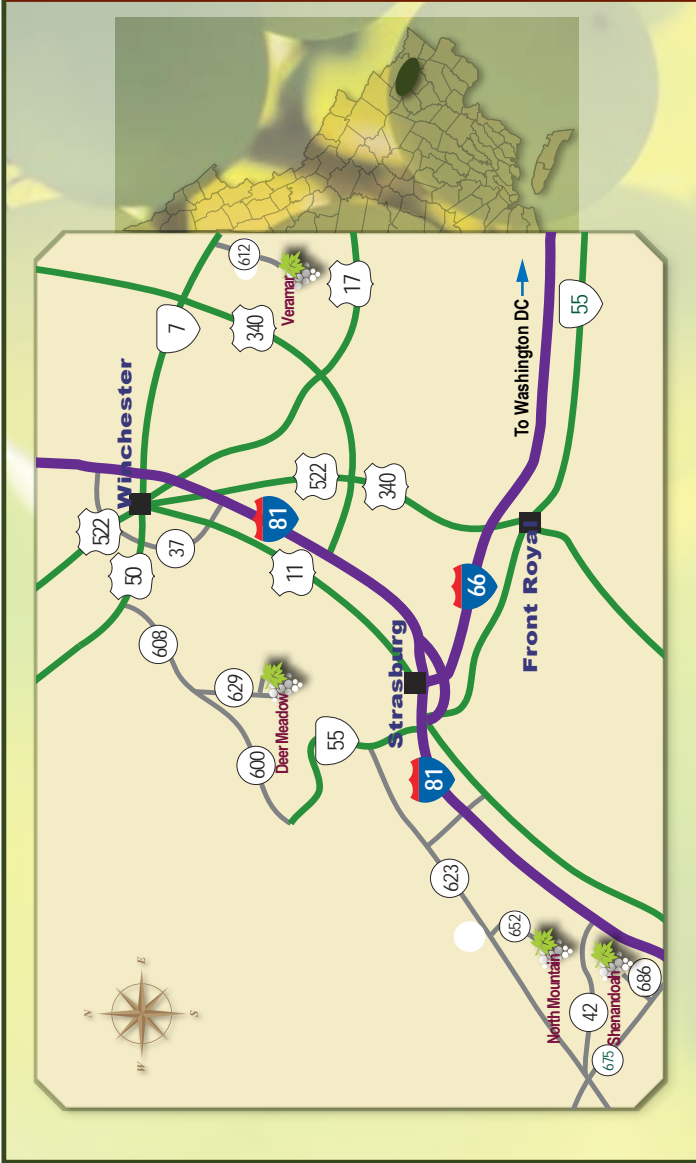
### Basic Specifications:

- Size is 4.0" x 7.5" - perfect for fitting into the console of a car and visitor guide brochure racks.
- Around 128 pages
- Perfect Bound
- All glossy paper
- Full color

This guide is the perfect venue to market your products in Virginia and the national capital region. Ad space in the guide is available in 1/3 page, half page and full page configurations. Specifications, prices and samples are included here.

Graphic design services are available if you need assistance creating the perfect ad (\$200 any size ad).

# Shenandoah cluster



## Cross Keys Vineyards

In the heart of the Shenandoah Valley... Cross Keys Vineyards, just opened in May 2008, is a place of history, beauty and promise. Discover the rich diversity of nature in concert with technology at this new state-of-the-art winery. Take I-81 to exit 247A. Merge onto E Market St/US-33 E toward Elkton. Follow US-33 E 4.1 miles. Turn right at Cross Keys Rd/VA-276. Proceed 5.2 miles. Turn left at E Timber Ridge Road.

6011 East Timber Ridge Road, Mt. Crawford | (540) 234-0505  
crosskeysvineyards.com

North Mountain Vineyards welcomes you to the heartwarming experience of lush, fruity, and well balanced Shenandoah Valley wines. This distinctive winery building was modeled after a European-style farmhouse and constructed in 1989.



Take I-66 west to I-81 south; 10 miles to exit 291 (Toms Brook); west 1.5 miles on Rt. 651 to Mt. Olive; left on Rt. 623 for 2 miles; left onto Rt. 655; 0.3 mile to right turn on Swartz Road.

4374 Swartz Road, Maurertown  
540-436-9463 | northmountainvineyard.com

**Minutes from the beltway  
yet worlds away**

riverside log cottage rentals  
family & honeymoon cabins  
private outdoor hotubs  
fireplaces

**WVLogCabins.com Reservations 800.436.6254**  
Harman's North Fork Cottages in Cabins, WV

*This could be  
your ad for  
\$300*



# THE VIRGINIA WINERY-HOPPING GUIDE<sup>®</sup>

## Program Ad Specifications

BECAUSE IT'S TIME  
FOR YOUR "FOREVER" HOME



10th Anniversary Custom Builders Council  
PARADE OF HOMES  
*Featured Home*  
OCTOBER 6-7, 2007

"The Lauren", Circa 2006

Like fine portrait painting, designing and building a custom home that beautifully captures and embodies the unique character of its owner requires the seasoned skills and talents of an accomplished team of craftsmen and artists.

A Waterford Home Builders custom home offers renowned design innovation and creativity, expert old-world quality craftsmanship and exquisite architectural details. *Your forever home awaits.*

**Waterford**  
HOME BUILDERS

42 WEST COLONIAL HWY  
HAMILTON, VA 20158  
540 751 2227  
[mywaterfordhome.com](http://mywaterfordhome.com)

*Distinctive Craftsmanship in Custom Home Build & Design*




AD SHOWN ACTUAL SIZE

### FULL PAGE AD

(printed in full color on glossy paper)

3.27" W X 6.87" H

\$750

Bleeds are available with a full page ad. Bleed dimensions are 4.15"W X 7.80"H. Please make sure copy and images you do not want to have cut off are within the regular dimensions of the full page ad size.

Front Inside Cover \$1000

Back Cover \$1000

Back Foldout Cover \$1000



# THE VIRGINIA WINERY-HOPPING GUIDE™

## Program Ad Specifications

### HALF PAGE AD

(Printed in Full Color  
on Glossy Paper)

\$450

AD SHOWN ACTUAL SIZE

See the latest Nissan line-up at our display.



Take a test drive at your local dealer.

Nissan, the Nissan brand symbol, the "SHIFT." tagline, and Nissan model names are Nissan trademarks.  
©2006 Nissan North America, Inc. Visit [NissanUSA.com](http://NissanUSA.com).

VERTICAL  
1.75" W X 6.87" H

or

HORIZONTAL  
3.27" W X 3.27" H



# THE VIRGINIA WINERY-HOPPING GUIDE™

## Program Ad Specifications

**1/3 PAGE AD**

(Printed in Full Color on Glossy Paper)

**HORIZONTAL**  
**3.27" W X 2.175" H**

**\$300**

AD SHOWN ACTUAL SIZE



### **SOUTH RIVER RESTAURANT & WINE SHOP**

- Valley's Largest Selections of VA Wines
- Save 10% per Case & 5% per ½ Case
- Free Tasting of New Wines Thursday 6-8p
- Wine Dinner 4<sup>th</sup> Thursdays of each month

*\*Call for reservations and information.*

- WINE GIFT BASKETS AVAILABLE
- WINES FROM AROUND THE WORLD



**South River**

Restaurant & Wine Shop

23 Windigrove Drive • Waynesboro, VA

(540) 942-5567 | southrivergrill.com





# VIRGINIA WINERY HOPPING GUIDE™ ADVERTISING INSERTION ORDER

20,000 Readers per Edition

Editions printed in March, May, July, and September each Year

COMPANY	CONTACT		
STREET	CITY	ST	ZIP
BILLING ADDRESS (IF DIFFERENT)	CITY	ST	ZIP
PHONE	FAX		
EMAIL	WEB		

AD SPACE	EDITION	COST	TOTAL
One-Third Page Ad	Please Circle	\$ 300	\$
One-Half Page Ad		\$ 450	\$
Full Page	<b>MAR</b>	\$ 750	\$
COVER Full Page (3 AVAILABLE)	<b>MAY</b>	\$ 1000	\$
GRAPHIC DESIGN SERVICES - We'll be glad to design the perfect ad for you - \$200 flat fee for any size ad. (This offer is exclusively for insertion in the Winery-Hopping Guide at this price. You may purchase the ad for additional uses seperately.)	<b>JUL</b>	\$ 200	
	<b>SEP</b>		
<b>TOTAL</b>			\$

### PAYMENT OPTIONS

Payment by <input type="checkbox"/> Check (payable to Capital Celebrations LLC) <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> American Express	
CARD #	Exp Date _____ / _____

**Material Submission:** Ad materials must be submitted digitally in .pdf, .eps, or .tif format at 300 dpi for 4-color CMYK processing.

**Space Reservation and Materials Deadlines:** Ad space reservations and materials are due in complete form ready for press, March 1, May 1, July 1, Sep 1 for whichever edition you'd like to advertise in. Please fax, email or mail your insertion order to the address below.

**Terms and Conditions:** The Virginia Winery-Hopping Guide only prints when minimum space reservations are met. Publication may be delayed to fill ad space. TSI Publishing/Capital Celebrations reserves the right to decline advertisements not suitable for inclusion in the guide. All costs and liabilities associated with the placement of ads are the responsibility of the advertiser. If material is not provided for space reserved, the Advertiser will be billed as the space has been reserved for your use.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**SUBMIT TO: CAPITAL CELEBRATIONS LLC, P.O. BOX 82, ALDIE VA 20105**

**Telephone: 703-823-1868 | Fax: 661-451-5491 | Email: carl@capitalcelebrations.com**