

## Rate Sheet

---

### Web Site Display Ad rates

**Home Page**

\$200./per month

**Map Page**

\$100./per month

**Video Library Pages**

\$45/per month

### Web site advertising programs

**Featured Winery Sponsorship Package**

Includes display ad on TastingRoomers.com homepage. Ads become links to your site. Also includes Google Map placement of your video, video search optimization, landing page with logos, links and text. You will also be included in Tasting Roomers Favorite Wine Picks. Cost of digital production of ads are included. \$145. per month

### Video Production and Ad Package

Including two minute video ad production + three months premium ad placement on the home page of TastingRoomers.com + features shown above. \$990.

### Video Production Packages

**Keystone Package - \$950**

One minute video commercial.

**Fundamental Winery/Product Profile - \$2200**

Our specialty. Three to five minute video profile of your winery or product.

**The Complete Story - \$7500**

Eight to ten minute mini-documentary.

**Wine Shorts- \$250 each**

Individual Wine Release Video. One minute profile of a specific wine with interview, highlighting the wines' characteristics.



**TastingRoomers.com**

Video + Winemapping for all the tasting rooms of Napa and Sonoma

## Featured Winery Sponsorship Package

---

### **Featured Winery Sponsorship Package**

Includes display ad on TastingRoomers.com homepage. Ads become links to your site. Also includes Google Map placement of your video, video search optimization, landing page with logos, links and text. You will also be included in Tasting Roomers Favorite Wine Picks. Cost of digital production of ads are included. \$145. per month

### **Homepage ad placements**

Our sponsors get special treatment on our site. We guarantee your ad will be seen by all visitors to our site, maximum exposure.

### **Landing page**

When your link is clicked, the viewer comes to your landing page. This page is where your video lives and has even more information about you. This page links the viewer to your web site, highlights any items you would like to feature and provides in-depth information about your operation in an editorial style presentation.

• Direct links to your Wine Club and online shopping are also available on this page. At no extra cost - we do the layout with your text and photos.

### **Optimization of your video with google map entry**

When your location is opened from the map, your video plays as part of the Google map. We also enter your location into the youtube-google maps data base with the video greatly improving your profile in terms of google maps and map searches.



*The Featured Winery Sponsorship Package listing places your video in the best positions and directly in your map listing. A display ad on TastingRoomers.com, a link to your web site, wine club and shopping page are all included.*



**TastingRoomers.com**

Video + Winemapping for all the tasting rooms of Napa and Sonoma

# Tasting Roomers

## Web Site Display Ads

---

### Web site advertising programs for non-video advertisers

#### *For all advertisers*

Feature your service or product for high visibility and physical proximity to your location.

Available ad placements.

Home Page

Map Page

Individual Video Page

Specialty pages

Ad space available in all sizes from Banner Ads to Thumbnails

We can use your web-ready artwork or we'll produce an ad for you.

### Web Site Display Ad rates

#### Home Page

\$200./per month - 200x200px

#### Map Page

\$100./per month - 200x200px

#### Video Library Pages

\$45/per month - 200x200px

Banner Ads - Talk to your Sales Rep.



**TastingRoomers.com**

Video + Winemapping for all the tasting rooms of Napa and Sonoma

## Digital Production Services

---

### Video Production Packages

#### **Keystone Package - \$950**

One minute video commercial. This is the essential Internet marketing video tool. Fast, compelling and informative. Built around the idea that seeing is better than reading for the modern market. We work closely with your marketing staff to bring your message to life.\*

#### **Fundamental Winery/Product Profile - \$2200**

Our specialty. Three to five minute video profile of your winery or product. Interviews with key staff members, product and service highlights, testimonials and coverage of your facility or product. We do our best to make your story a compelling message. Useful online or exported to DVD.\*

#### **The Complete Story - \$7500**

Eight to ten minute mini-documentary. Similar to the Fundamental Winery/Product Profile but long enough to tell an indebt story of your family or product history. Using archival photos, interviews and specially shot video at your location over a period of time, we weave together a histroy that will stand the test of time and add deeper appreciation for your final product.

Delivered on DVD.

#### **Wine Shorts - \$250 each**

Individual Wine Release Video. One minute profile of a specific wine with interview, highlighting the wines' characteristics. (Minimum two **Wine Shorts** per scheduled shoot.)

Delivered on DVD.

#### **\*Video Packages Include:**

Video search engine optimization services.

Background music, editing, sound engineering and production consultation.

Delivered via DVD for any type of upload, in medium and large resolution.

#### **Digital Service Rates:**

**Video Production:** \$500. per finished minute - two minute minimum.

**Web Hosting:** \$25. per month Business accounts, \$10. per month Personal accounts

**Web Services:** \$108. per hour or by quotation.

**Professional Photography:** \$108. per hour or by quotation. We provide professional photographic services to be used online and in print. Photographs can be used for: Web pages, blogs, advertising campaigns, printed promotional materials and magazines.

**Pre-Press:** \$108. per hour or by quotation.



**webdaki.com**

Digital Production since 1996

jwills@webdaki.com - 415.461.9532

Tasting Roomers

## Video Production and Ad Package

---

- We collaborate with you to produce a two minute customized video ad.
  - For three months your ad is featured on Tasting Roomers homepage.
  - The video is yours to keep and can be used for all your promotional purposes.
  - Coaching & prepping for the above ad.
  - 120x90px thumbnail image in a premium location on our homepage.
  - Thumbnail clicks to your video on it's own page on TastingRoomers.com where you can add text & links to your own website.
  - DVD of your video for use in sales promotions, trade shows, etc.
  - Embedded YouTube coding so you can place your ad on any webpage you choose.
- 
- Listing on Tasting Roomer's YouTube Channel, FatBellyTraveler, with over 455,000 views. Your video will become one of our "embedded videos" on YouTube offering additional exposure.

### **Production and Ad Cost Package:**

Including two minute video ad production + three months premium ad placement on the home page of TastingRoomers.com + features shown above.

\$990.

*Increase your internet exposure and profile. Bring your message to life with one of our two minute video productions including three months premium ad placement on TastingRoomers.com*



**TastingRoomers.com**

Video + Winemapping for all the tasting rooms of Napa and Sonoma