Titan of Terroir

Philippe Melka steps into the spotlight with his own label and tasting room
2016 Napa Sonoma Editorial Overview

Wine Country is more than a place—it’s a destination, a lifestyle, and a state of mind. Napa Sonoma magazine chronicles it all. With engaging stories, spectacular photography, and informative listings, it reaches, engages, and influences both residents and visitors.

Wine In this part of the world, wine is everyone’s business—and pleasure. Napa Sonoma guides readers off the beaten path, with insightful stories that introduce lesser-known winemakers, top spots for tasting, and the wide variety of wines produced in the region.

People From the international celebrity turned winemaker to the local family-run operation and the creative rogues, Napa Sonoma interviews the fascinating personalities who color the landscape and add spice to Wine Country life.

Dining Wine Country is also food country. Napa Sonoma traces the region’s delicious foodstuffs to the artisanal farmers, cheesemakers, chocolatiers, and small businesses who give the region its special flavor. It also showcases the latest chefs and restaurants that celebrate local bounty.

Arts and Culture The two wine valleys share an eclectic artistic spirit, reflected in the range of performances, exhibitions, casual art installations, and creative charitable events that take place throughout the year. From iconic outdoor sculptures to a fairytale chateau wedding, Napa Sonoma covers the scene.

Home and Design Tucked into forested hills or surrounded by vines on the valley floor, architectural gems are hidden throughout the region. Napa Sonoma uncovers some of the best—from neo-Tuscan villas to ultra-modern wineries.

Destinations Whether it’s blending your own wine, discovering unique boutiques, taking a cooking class, or participating in a winemaker dinner, Napa Sonoma shows visitors and residents new ways to experience Wine Country’s charms.

What to See and Do Handy maps, an events calendar, and extensive listings of restaurants, accommodations, spas, outdoor activities, and arts and culture venues, plus a comprehensive winery guide, make Napa Sonoma the premier resource for enjoying your Wine Country visit.
2016 Napa Sonoma Wine Country Living

**Renowned as the finest regional luxury lifestyle magazine** in California’s Wine Country, *Napa Sonoma* magazine received four Maggie Awards for Best Visitors’ Guide from the Western Publication Association. For travelers eager to explore Napa and Sonoma counties like an insider, and locals looking for new ways to experience the place they call home, *Napa Sonoma* magazine shares the Wine Country lifestyle through engaging stories, informative resource listings, and awe-inspiring photography.

### Distribution

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation, four times a year</td>
<td>20,000</td>
</tr>
<tr>
<td>Vintners and hotel concierge mailing list</td>
<td>600</td>
</tr>
<tr>
<td>Mailed to winecountry.com visitors by online request</td>
<td>100</td>
</tr>
<tr>
<td>Napa and Sonoma private air terminals</td>
<td>200</td>
</tr>
<tr>
<td>Distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, private clubs, Chambers of Commerce and Visitors’ Bureaus in Napa and Sonoma counties.</td>
<td>13,900</td>
</tr>
<tr>
<td>Luxury hotels, resorts, spas, and B&amp;Bs in Napa and Sonoma</td>
<td>2,000</td>
</tr>
<tr>
<td>Signature events and festivals throughout the year</td>
<td>600</td>
</tr>
<tr>
<td>Newsstand sales throughout the Bay Area and national retailers</td>
<td>2,600</td>
</tr>
</tbody>
</table>

### Special Savings

- **Four-time Napa Sonoma** magazine advertisers who commit to Concierge in the same year receive a 25% discount in Concierge.
- **Three-time Napa Sonoma** magazine advertisers who commit to Concierge in the same year receive a 15% discount in Concierge.
- **One-time Napa Sonoma** magazine advertisers who commit to Concierge in the same year receive a 10% discount in Concierge.

### Deadlines

<table>
<thead>
<tr>
<th>Season</th>
<th>Space Deadline</th>
<th>Production Deadline</th>
<th>Newsstands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2016</td>
<td>July 4, 2016</td>
<td>July 15, 2016</td>
<td>August-October 2016</td>
</tr>
</tbody>
</table>

For more information, contact your Diablo Publications account executive at (925) 943-1111 or email at general@maildiablo.com
# 2016 Napa Sonoma Distribution

## Napa County

**CALISTOGA**
- Bennett Lane Winery
- Calistoga Chamber of Commerce
- Calistoga Ranch
- Carlin Country Cottages
- Ca'Toga Gallena D’Arle
- Copperfields Books*
- Dr. Wilkinson's Hot Springs
- EuroSpa & Inn
- Graesser Winery
- Indian Springs Spa & Resort
- Mount View Hotel & Spa
- Solage Calistoga
- Sterling Vineyards

**NAPA**
- Apex Aviation Corporation
- Artesa Vineyards & Winery
- Astrolaire e Terra
- Back Room Wines
- Balloons Above the Valley
- Black Stallion Winery
- Bookends Bookstore*
- Bouchaine Vineyards
- Bounty Hunter Rare Wines
- Bridgford Flying Services
- California Wine Tours
- The Carneros Inn
- Carpe Diem Wine Bar
- Cobblestone Vineyards
- Copperfields Books*
- Darioush Winery
- Domaine Camerons
- Etude
- Folio Fine Wine Partners
- Frank Howard Allen Realtors
- Freerun Technologies
- Gemstone
- Gustavo Thrace
- Hagafen Cellars
- Hartwell Vineyards
- Hawthorn Inn & Suites
- JV Spirits*
- La Residence Country Inn
- Lobo Winery
- Meritage Resort at Napa
- Milliken Creek Inn & Spa
- Morgan Lane
- Napa Premium Outlets
- Napa River Inn
- Napa Valley Airport
- Napa Valley Coffee Roasting
- Napa Valley CVB
- Napa Valley Jewelers
- Napa Valley Wine Train
- Oxbow Wine Merchant & Wine Bar
- Pacific Union

**POETRY INN**
- River Terrace Inn
- Riverfront Residences
- Riverpointe Napa Valley
- Robert Craig Wine Cellars
- Sequoia Grove Vineyards
- Silverado Napa Valley Resort
- Vintner's Collective
- Westin Verasa
- White House Inn & Spa
- William Hill Winery

**OAKVILLE**
- Folie a Deux
- Napa Wine Co.

**RUTHERFORD**
- Auberge du Soleil
- Beaulieu Vineyard
- Elizabeth Spencer
- Grgich Hills
- Hall Rutherford Winery
- Mumm
- Peju
- Rancho Caymus Inn
- Rutherford Hill Winery

**ST. HELENA**
- A Dozen Vintners
- Beringer Vineyards
- Caldwell Snyder Gallery
- Charles Krug
- Christopher Hill Gallery
- Culinary Institute of America
- David's Fine Jewelry
- Flora Springs
- Frank Howard Allen Realtors
- Hall St. Helena Winery
- Harvest Inn
- Inn at Southbridge
- Lodgeworks Avis
- Louis Martin Winery
- Martin Showroom
- Meadowood Napa Valley
- Merryvale Vineyards & Winery
- Morgan Lane
- Napa Valley Coffee Roasting
- Pacific Union
- Pennaluna
- Raymond Vineyards
- St. Helena Chamber of Commerce
- St. Helena Marketplace
- St. Helena Real Estate
- St. Helena Wine Merchants
- Sunshine Foods*
- Sutter Home Family Vineyards

**YOUNTVILLE**
- Bardessono

## Sonoma County

**COTATI**
- Oliver’s Market*

**GLEN ELLEN**
- Arrowood Vineyards & Winery
- B.R. Cohn Winery
- B.R. Cohn Olive Oil
- Benziger Family Winery
- Gaige House Inn
- Imagery Estate Winery

**GUERNERVILLE**
- Korbel

**HEALDSBURG**
- Alexander Valley Vineyards
- Chalk Hill
- Dutcher Crossing
- Family Wineries of Dry Creek
- Ferrari-Carano
- Frank Howard Allen Realtors
- Hotel Healdsburg
- J Vineyards
- Les Mars Hotel
- Palate Art Café

**KENWOOD**
- Chateau St. Jean Winery
- Family Wineries of Sonoma Valley
- Kenwood Inn and Spa
- Kunde Estate Winery
- VJB Vineyards & Cellars

**PETALUMA**
- Copperfields Books*
- Petaluma Municipal Airport
- Pure Luxury Limousine
- Petaluma Village Premium Outlets

**SANTA ROSA**
- Bennett Valley Jewelers
- Charles M. Schultz/Sonoma County Airport

## Bay Area

**FAIRFIELD**
- Holiday Inn Express

**OAKLAND**
- De Lauer's Super Newstand*
- Diesel-A-Booksore*

**SAN FRANCISCO**
- Borders*
- Cal-Mart*
- Fog City News*
- Juicy News*
- Smoke Signals*

## Regional, State and Nationwide Distribution

- Barnes & Noble*
- Borders*
- Copperfield’s Books*
- Raley’s Supermarkets*

* Available for sale at newsstands
2016 Napa Sonoma Dining Guides

Showcase your restaurant in Napa Sonoma, the visitors’ guide the locals read.

Napa Sonoma is a trusted resource for what to see and do in Wine Country, and the Dining Guide directs travelers to local restaurants, where they can enjoy Wine Country’s finest dining experiences.

Distribution
Circulation, four times a year 20,000
Vintners and hotel concierge mailing list 600
Mailed to winecountry.com visitors by online request 100
Napa and Sonoma private air terminals 200
Distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, private clubs, Chambers of Commerce and Visitors’ Bureaus in Napa and Sonoma counties. 13,900
Luxury hotels, resorts, spas, and B&Bs in Napa and Sonoma 2,000
Signature events and festivals throughout the year 600
Newstand sales throughout the Bay Area and national retailers 2,600

Added Value for Advertisers
Listing in dining service section.

Rates
Four-color, formatted advertisements

<table>
<thead>
<tr>
<th>Size</th>
<th>(WxD)</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4-page</td>
<td>3 1/2&quot; x 4 5/8</td>
<td>$625</td>
<td>$560</td>
<td>$470</td>
<td>$400</td>
</tr>
</tbody>
</table>

Special pick-up opportunity: Run an annual dining guide in Napa Sonoma and menu guide in Concierge Wine Country, and receive a 1/6-page dining guide in Diablo magazine, the regional lifestyle magazine for the East Bay.

Rates are net and include space and color (photography not included).

Deadlines
Spring 2016 space deadline January 4, 2016
Last day production and camera-ready materials due January 15, 2016
In homes/on newsstands February-May 2016
Summer 2016 space deadline May 2, 2016
Last day production and camera-ready materials due May 13, 2016
In homes/on newsstands June-August 2016
Fall 2016 space deadline July 4, 2016
Last day production and camera-ready materials due July 15, 2016
In homes/on newsstands August-October 2016
Winter/Spring 2017 space deadline August 29, 2016
Last day production and camera-ready materials due September 9, 2016
In homes/on newsstands October-January 2017

For more information, contact your Diablo Publications account executive at (925) 943-1111 or email at general@maildiablo.com
2016 Napa Sonoma Wine Country Experience

*Napa Sonoma* magazine shares the Wine Country lifestyle through engaging stories, informative resource listings, and awe-inspiring photography. *Napa Sonoma* is a trusted resource for what to see and do in Wine Country, and special advertising sections offer a cost-effective way to promote your business. Each two-page spread showcases a specific category, including restaurants, wineries, and spas in Napa and Sonoma, while highlighting individual businesses.

**Distribution**
- Circulation, four times a year: 20,000
- Vintners and hotel concierge mailing list: 600
- Mailed to winecountry.com visitors by online request: 100
- Napa and Sonoma private air terminals: 200
- Distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, private clubs, Chambers of Commerce and Visitors’ Bureaus in Napa and Sonoma counties: 13,900
- Luxury hotels, resorts, spas, and B&Bs in Napa and Sonoma: 2,000
- Signature events and festivals throughout the year: 600
- Newsstand sales throughout the Bay Area and national retailers: 2,600

**Added Value for Advertisers**
- Listing in service section—Wineries, Lodging, Shopping, Dining, and Spas.

**Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>(WxD)</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4-page</td>
<td>3½” x 4 5∕8</td>
<td>$625</td>
<td>$560</td>
<td>$470</td>
<td>$400</td>
</tr>
</tbody>
</table>

Rates are net and include space and color (production and photography not included).

**Deadlines**
- Spring 2016 space deadline: January 4, 2016
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- In homes/on newsstands: February-May 2016
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- Last day production and camera-ready materials due: May 13, 2016
- In homes/on newsstands: June-August 2016
- Fall 2016 space deadline: July 4, 2016
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- In homes/on newsstands: August-October 2016
- Winter/Spring 2017 space deadline: August 29, 2016
- Last day production and camera-ready materials due: September 9, 2016
- In homes/on newsstands: October-January 2017

For more information, contact your Diablo Publications account executive at (925) 943-1111 or email at general@maildiablo.com
2016 Napa Sonoma Wine Country Weddings

Napa Sonoma magazine will feature wine country weddings as the editorial focus in our Winter/Spring 2017 issue. From special wedding venues to featured celebrations and listings, we'll give an inside look at why wine country is the place for one-of-a-kind weddings. Don't miss out on the magic of this issue. We'll also be offering special ad units in our wine country weddings section, with all advertisers included in an online directory.

Distribution
Circulation, four times a year 20,000
Vintners and hotel concierge mailing list 600
Mailed to winecountry.com visitors by online request 100
Napa and Sonoma private air terminals 200
Distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, private clubs, Chambers of Commerce and Visitors’ Bureaus in Napa and Sonoma counties. 13,900
Luxury hotels, resorts, spas, and B&Bs in Napa and Sonoma 2,000
Signature events and festivals throughout the year 600
Newsstand sales throughout the Bay Area and national retailers 2,600

Added Value for Advertisers
Inclusion in wine country weddings online directory

Rates
Four-color advertisements

<table>
<thead>
<tr>
<th>Size</th>
<th>(WxD)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4-page vertical</td>
<td>3 ½” x 4 ⅞”</td>
<td>$750</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>7 ¼” x 4 ⅞”</td>
<td>$1,450</td>
</tr>
<tr>
<td>Full page</td>
<td>7 ¼” x 9 ⅝”</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Rates are net and include space and color. (Production and photography not included.)

Deadlines
Winter/Spring 2017 space deadline August 29, 2016
Last day production and camera-ready materials due September 9, 2016
In homes/on newsstands October-January 2017

Limited to 8 advertisers per 2-page spread.

For more information, contact your Diablo Publications account executive at (925) 943-1111 or email at general@maildiablo.com
2016 Napa Sonoma Wine Country Properties

*Napa Sonoma* magazine shares the Wine Country lifestyle through engaging stories, informative resource listings, and awe-inspiring photography. Visitors to wine country regularly look for real estate in the area. What better place to reach them and showcase exclusive wine country properties and estates than in the pages of this *Napa Sonoma* special section.

**Distribution**
- Circulation, four times a year: 20,000
- Vintners and hotel concierge mailing list: 600
- Mailed to winecountry.com visitors by online request: 100
- Napa and Sonoma private air terminals: 200
- Distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, private clubs, Chambers of Commerce and Visitors’ Bureaus in Napa and Sonoma counties: 13,900
- Luxury hotels, resorts, spas, and B&Bs in Napa and Sonoma: 2,000
- Signature events and festivals throughout the year: 600
- Newsstand sales throughout the Bay Area and national retailers: 2,600

**Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-color, formatted</td>
<td></td>
</tr>
<tr>
<td>advertisements</td>
<td></td>
</tr>
<tr>
<td>(WxD)</td>
<td></td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>$950</td>
</tr>
<tr>
<td>7 ¼&quot; x 4 5∕8&quot;</td>
<td>1x</td>
</tr>
<tr>
<td>Full-page</td>
<td>$1,500</td>
</tr>
<tr>
<td>7 ¼&quot; x 9 ½&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Rates are net and include space and color (production and photography not included).

**Deadlines**
- Spring 2016 space deadline: January 4, 2016
- Last day production and camera-ready materials due: January 15, 2016
- In homes/on newsstands: February-May 2016
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- Last day production and camera-ready materials due: May 13, 2016
- In homes/on newsstands: June-August 2016
- Fall 2016 space deadline: July 4, 2016
- Last day production and camera-ready materials due: July 15, 2016
- In homes/on newsstands: August-October 2016
- Winter/Spring 2017 space deadline: August 29, 2016
- Last day production and camera-ready materials due: September 9, 2016
- In homes/on newsstands: October-January 2017

For more information, contact your Diablo Publications account executive at (925) 943-1111 or email at general@maildiablo.com
2016 Napa Sonoma Advertiser Added Value

*Napa Sonoma* advertisers can be promoted for months on end, as part of their overall schedule. Beyond the circulation of 20,000 copies to affluent residents and visitors, *Napa Sonoma* advertisers will receive ongoing promotion online, plus a special offer to extend their campaigns with targeted e-mails.

**Sign Up for Three Issues**

Receive a complimentary *Premium Resource Listing* on the travel page of Diablomag.com for 12 months by signing up for three issues. This is a $600 value!

**Early Bird Special by March 27, 2016**

In addition to a Premium Resource Listing for a year, advertisers who commit to three issues of *Napa Sonoma* receive free inclusion in an edition of *Diablo* magazine’s “A-List” e-newsletter which goes to over 20,000 opt-in subscribers, a $700 value!

For more information, contact your Diablo Publications account executive at (925) 943-1111 or email at general@maildiablo.com
2016 Napa Sonoma Ad Materials Specs

Publication: Napa Sonoma magazine
Printing: Web offset—SWOP standards apply
Binding: Perfect bound
Trim size: 10" x 12"
Full-page bleed: Extend bleed ¼” beyond trim on all sides
Full-page bleed safety: Type and other image area not intended to bleed or trim must be held at least ¼” in from trim

The following advertising materials specifications facilitate quality control of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP).

All ads must be four-color process: cyan, magenta, yellow, and black. If a PMS color is desired, special arrangements must be made and additional specifications provided before submitting ad materials. All Pantone Matching System series color requests incur additional charges over the four-color rate. Specify matched colors from the PMS series, including the 800 series metallic and fluorescent inks. Publisher reserves the right to match special color requests with process inks.

Anticipate a 24 percent dot gain, +/- 4 percent, as measured in the 50 percent target 150-line screen and prepare material accordingly. Total four-color dot density should not exceed 280 percent with no more than one solid color. Maximum screen density for any color: 85 percent; a required value over 85 percent should be made solid. Total two-color dot density in any area: 170 percent, with no more than one solid.

Digital Specifications

Diablo Publications is a Macintosh format Computer to Plate (CTP) environment and Adobe InDesign is the primary page layout program used. PDF/X-1a and Macintosh formatted InDesign documents submitted on disk (CD or DVD) with a high-quality hard copy SWOP-standard proof are the preferred advertising material formats. All ads must be sized exactly and fractional ads must be bordered, or charges may apply. Clients will be advised of appropriate production charges that apply if a disk does not meet specifications.

Acceptable Processed File Formats:

PDF: PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible) and images CMYK and between 200–400 ppi at 100% of final image size used.

(continued on side two)
Acceptable Native File Formats:

**InDesign:** Version CS3, CS4, CS5, or CS6 preferred.

**Illustrator:** Version CS3, CS4, CS5, or CS6 preferred.

Photoshop files are acceptable for images only. Ads created in Photoshop are not advised and charges may apply.

When submitting ads in Native File Format, include all fonts and high-resolution images with the file. All images must be a minimum of 200-400 ppi at 100% of final images size used.

Native File Format ads created in PC Programs other than InDesign, QuarkXPress, or Illustrator may be incompatible and production fees may be charged to convert the ad to a usable format. Also, use only standard Adobe fonts in PC Native File Format ads—the use of uncommon fonts may render the Native File Format PC document unusable.

**Proof Requirements**

We recommend a hardcopy high-quality digital proof that meets SWOP specifications (e.g. Kodak Approval, Epson Proof or other SWOP-standard composite proof) accompany all materials submitted electronically or on disc. Color match attempts are not guaranteed when a substandard proof is provided—color printer output is not acceptable for color match. For full-page ads, if a SWOP-standard proof is not supplied, one can be made at a cost to the advertiser of $20.

**Shipping Instructions**

Pack disk to prevent breakage during shipment. Proofs must accompany all materials and should not be folded across illustrations. Contents of the package should be identified on the outside with publication name and date.

**Ship materials to:** Advertising Production Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597. Include a copy of the insertion order with materials.

Speak to your Advertising Production Coordinator for FTP electronic ad file submission instructions.

**Materials Return**

Camera ready advertising materials will not be returned unless requested.

<table>
<thead>
<tr>
<th>Advertising Unit Dimensions</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread, trim</td>
<td>20”</td>
<td>12”</td>
</tr>
<tr>
<td>Full-page, bleed, trim</td>
<td>10”</td>
<td>12”</td>
</tr>
<tr>
<td>Full-page, non-bleed</td>
<td>9 ⅞”</td>
<td>11 ½”</td>
</tr>
<tr>
<td>1/2-page, vertical</td>
<td>4 ⅞”</td>
<td>11 ½”</td>
</tr>
<tr>
<td>1/2-page, horizontal</td>
<td>9 ⅞”</td>
<td>5 ⅜”</td>
</tr>
<tr>
<td>1/4-page, vertical</td>
<td>4 ⅞”</td>
<td>5 ⅜”</td>
</tr>
<tr>
<td>Wine Country Experience</td>
<td>3 ⅓”</td>
<td>4 ⅜”</td>
</tr>
</tbody>
</table>

**Questions?**

Further questions can be addressed to the Advertising Production Coordinator at (925) 943-1111.
Advertising Units:

2-Page Spread (full bleed)  20" x 12"

Full page (full bleed)  10" x 12"

Full page (non-bleed)  9 1/2" x 11 1/2"

1/2-Page Vertical  4 1/8" x 11 1/2"

1/2-Page Horizontal  9 1/2" x 5 5/8"

1/4-Page Vertical  4 1/4" x 5 5/8"

Wine Country Experience  3 1/8" x 4 5/8"
2016 Napa Sonoma Dining Guide Production Materials Specs

**Image**

Images—Submit one color digital photo.
Digital Images—Must be high-resolution (200–400 ppi at 100% of final image size used). We recommend that a hardcopy color proof accompany your image file—color match cannot be guaranteed without a high-resolution proof.
Orientation of image—images in the Cornerstone Guide should have a horizontal or square orientation. Reference the Cornerstone Guide ad sample to the left when choosing an appropriate image.
Size of image: $3\frac{1}{2}'' \times 3\frac{3}{16}''$

**Body Copy**

Please submit copy to your ad coordinator or account executive via e-mail or as a Microsoft Word attachment.
Copy should include:
- company name
- address
- phone
- web address
Proofread your copy carefully. You will receive one composed proof to review for typographical errors. Additional text changes may incur additional production charges.
Napa Sonoma magazine reserves the right to correct typographical and grammatical errors to maintain the quality and consistency standards of the publication. This is a formatted section. Individual font and style requests cannot be accommodated.

**Maximum Word Count—80 Words**

The maximum word count includes one address, one phone number, and one web address.
A second address and phone number may be added; however, reduce the body copy maximum word count by 15 words for each listing. Reduce body copy maximum word count by 10 words for each additional web address listed.
Napa Sonoma magazine will assist in making editing decisions when copy submissions are longer than the stated maximum word counts.

**Logo**

Submit ONE high resolution (200–400 ppi at 100%) black and white logo at $1\frac{1}{4}'' \times \frac{5}{8}''$; Adobe Illustrator or Photoshop formats accepted.

**Delivery and Contact**

Send materials to:
Barbara Rousseau
brousseau@maildiablo.com
(925) 943-1199 ext. 251

Napa Sonoma magazine
2520 Camino Diablo, Walnut Creek, CA 94597
Questions about production?
Call (925) 943-1111 or fax (925) 943-1045

Materials submitted to Napa Sonoma magazine after the last due date are subject to late charges. Electronic media will not be returned unless requested.

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**STARK’S STEAKHOUSE** Classic fare with a modern approach comes to downtown Santa Rosa’s Historic Railroad Square. The menu features the highest quality corn-fed, prime, in-house dry aged steaks, and all natural grass fed beef, as well as fresh seafood and house-made pastas. Classic charm and vintage details abound in the main dining room, lounge with piano, full bar, fireplace, banquet room and private wine cellar.

521 Adams Street (at 7th Street), Santa Rosa
(707) 546-5100, www.starkssteakhouse.com
# 2016 Napa Sonoma Retail Rate Card

<table>
<thead>
<tr>
<th>Insertion Description</th>
<th>Size (W x D)</th>
<th>4x</th>
<th>3x</th>
<th>2x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Four Color</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-page, spread</td>
<td>20” x 12”</td>
<td>$3,600</td>
<td>$4,125</td>
<td>$4,950</td>
<td>$5,500</td>
</tr>
<tr>
<td>Full-page, bleed</td>
<td>10” x 12”</td>
<td>2,025</td>
<td>2,330</td>
<td>2,820</td>
<td>3,115</td>
</tr>
<tr>
<td>Full-page, non-bleed</td>
<td>9 1/2” x 11 1/2”</td>
<td>2,025</td>
<td>2,330</td>
<td>2,820</td>
<td>3,115</td>
</tr>
<tr>
<td>1/2-page, vertical</td>
<td>4 5/8” x 11 1/2”</td>
<td>1,275</td>
<td>1,465</td>
<td>1,760</td>
<td>1,955</td>
</tr>
<tr>
<td>1/2-page, horizontal</td>
<td>9 1/2” x 5 5/8”</td>
<td>1,275</td>
<td>1,465</td>
<td>1,760</td>
<td>1,955</td>
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<tr>
<td>1/4-page, square</td>
<td>4 5/8” x 5 5/8”</td>
<td>635</td>
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<tr>
<td><strong>Premium Positions</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>10” x 12”</td>
<td>$2,430</td>
<td>$2,795</td>
<td>$3,385</td>
<td>$3,740</td>
</tr>
<tr>
<td>Cover 2</td>
<td>10” x 12”</td>
<td>2,230</td>
<td>2,565</td>
<td>3,100</td>
<td>3,425</td>
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<tr>
<td>Cover 3</td>
<td>10” x 12”</td>
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<td>2,445</td>
<td>2,960</td>
<td>3,270</td>
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<tr>
<td><strong>Combination Discounts</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3+1 Combination Rate</td>
<td>(3 issues of Napa Sonoma, plus Concierge)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 3x frequency rate in Napa Sonoma (25% discount)</td>
<td></td>
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<tr>
<td>• 25% discount in Concierge</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• 12x frequency rate in Diablo magazine</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>2+1 Combination Rate</td>
<td>(2 issues of Napa Sonoma, plus Concierge)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 2x frequency rate in Napa Sonoma (10% discount)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 15% discount in Concierge</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 7x frequency rate in Diablo magazine</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1+1 Combination Rate</td>
<td>(1 issue of Napa Sonoma, plus Concierge)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 10% discount in Concierge</td>
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</tr>
<tr>
<td>• 4x frequency rate in Diablo magazine</td>
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</tbody>
</table>

All rates are net. Placement requests: add 10%. Ads are payable by check, money order, Visa, Mastercard, or American Express. All ads produced in-house will be billed according to the complexity and size of the ad (see Production Rates sheet). Rates effective February 2013.
## 2016 Napa Sonoma National Rate Card

<table>
<thead>
<tr>
<th>Insertion Description</th>
<th>Size (W x D)</th>
<th>Insertion Frequency 3x</th>
<th>Insertion Frequency 2x</th>
<th>Insertion Frequency 1x</th>
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<tbody>
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<tr>
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<tr>
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<td>$2,741</td>
<td>3,318</td>
<td>3,665</td>
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<td>$1,724</td>
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<td>9 1/2&quot; x 5 5/8&quot;</td>
<td>$1,724</td>
<td>2,071</td>
<td>2,300</td>
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**Premium Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (W x D)</th>
<th>Insertion Frequency</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>10&quot; x 12&quot;</td>
<td>$3,288</td>
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<tr>
<td>Cover 2</td>
<td>10&quot; x 12&quot;</td>
<td>$3,018</td>
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<td>Cover 3</td>
<td>10&quot; x 12&quot;</td>
<td>$2,876</td>
</tr>
</tbody>
</table>

**Combination Discounts**

- **3+1 Combination Rate (3 issues of Napa Sonoma, plus Concierge)**
  - 3x frequency rate in Napa Sonoma (25% discount)
  - 25% discount in Concierge
  - 12x frequency rate in Diablo magazine

- **2+1 Combination Rate (2 issues of Napa Sonoma, plus Concierge)**
  - 2x frequency rate in Napa Sonoma (10% discount)
  - 15% discount in Concierge
  - 7x frequency rate in Diablo magazine

- **1+1 Combination Rate (1 issue of Napa Sonoma, plus Concierge)**
  - 10% discount in Concierge
  - 4x frequency rate in Diablo magazine

All rates are net. Placement requests: add 10%. Ads are payable by check, money order, Visa, Mastercard, or American Express. All ads produced in-house will be billed according to the complexity and size of the ad (see Production Rates sheet). Rates effective February 2013.