

NorCal Wine

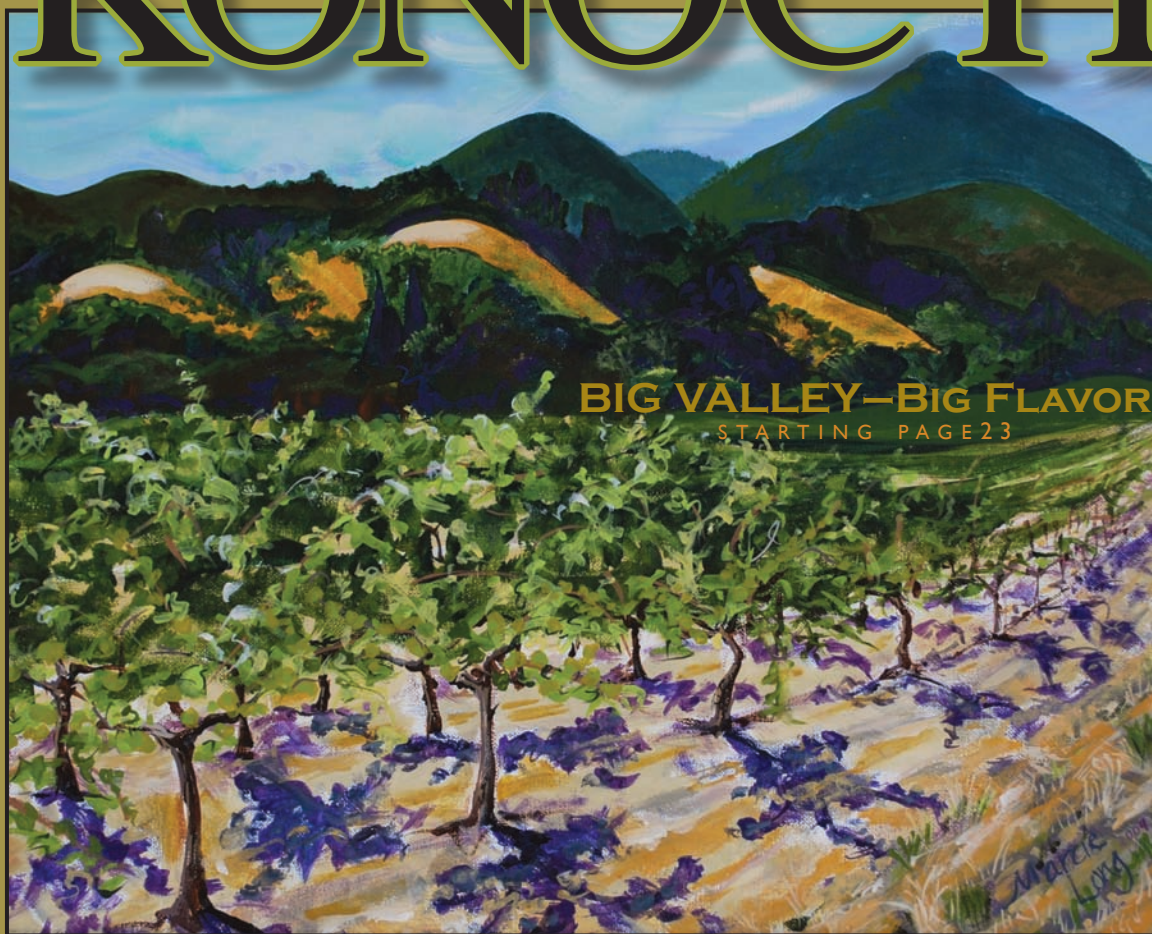
2010 EDITION

Food Culture

VOLUME I

ISSUE I

# TASTE KONOCTI



**BIG VALLEY—BIG FLAVOR**  
STARTING PAGE 23

BIG VALLEY VINEYARD BY MARCIE ANN LONG © 2003

## ***Kelseyville, Heart of Big Valley, Kicks It In the Streets***

**Street Dances & Pear Festival** PG23

**Downtown Wine Tasting Rooms** PG25

**Extreme Bird Watching—CLSP** PG25

**Mount Konocti—Our Mountain** PG25

FEATURED IN EVERY ISSUE

**Lake County WINE MAP—28 Wineries**

**Meet an Organic Farmer in Lake County**

**Fresh Recipe—Local Chef Local Ingredients**

**Behind the Scene—Cultivating Flavor**

**Green Dreams Here in Our Neighborhood**

C U L T I V A T E

S A V O R

S U S T A I N

MARCIE LONG

February 2010



ART & GRAPHICS

DESIGN

ILLUSTRATION

PHOTO IMAGERY

ART DIRECTION

PHOTO STYLING

8707 WIGHT WAY  
KELSEYVILLE  
CALIFORNIA 95451

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OBI@JPS.NET  
WWW.OBIVILLE.COM

Hello

We decided to do this project back in 2007. A project to promote Lake County and it's natural resources: NorCal, Food, Wine and Culture. It was put on hold, like a lot of good ideas, while we all figured out what was going on . . .

Well, now we didn't melt down, or disappear. We are still here. Still eating and drinking and having a good old time. As best we can, with a few subtle changes, and a few major ones.

Anyway, here it is. The prototype of *TASTE Konocti*. A promotional piece done completely with professional photographers, designers and artists, to create a magazine that is collected, taken home and used as a reference for planning more trips.

Enclosed with the Media Kit for *TASTE Konocti* is a sample from the Mendocino County version I produced. Please take a minute to look at Menus from Mendocino and imagine what we could do for our county. I think with the vibrant grape growers, tasting rooms and wineries here we could have an incredible Lake County Wine Map. Check out the watercolor map I did for the arts community, enclosed with samples.

Food has found a new meaning in our lives. We have favorite restaurants, farmers' markets and farm stands that need promoted. People are learning and valuing the taste of tree or vine ripened fruit. The joy of planting seeds, nurturing plants, planning meals based on what is ready in the garden, and finally presenting food prepared with thought to share with the family and friends, means so much.

Fresh air and water, hard work and lots of sun. Time to play and time for gathering what is abundant. We have it here. Let's celebrate it and invite others to share it with us.

I hope you find this idea appealing. We have plans to publish the pages on the Internet as well to reach even more people, with outstanding visuals and interesting and informative writing.

Cultivate. Savor. Sustain.

Thanks sincerely

Marcie

## ADVERTISING RATES

### COVERS 4C full bleed

Front Cover	\$5,000.
Inside Front Cover	\$2,500.
Half Page Horizontal	\$1,500.
Back Cover	\$2,500.
Inside Back Cover	\$2,000.
Half Page Horizontal	\$1,500.

### RESTAURANT & WINE MENUS

2 Page Menu Spread	\$1,500.
Additional Pages	\$ 500.
Full Menu Page	\$ 800.
Half Menu	\$ 600.
Special Positioning	\$1,200.

### WINE & SPIRITS /MAP CENTERFOLD

Full Page Ad plus Map	\$1,200.
Half Page Ad plus Map	\$1,000.
Map Only	\$400.

### SPECIALTY FOODS & MAIL ORDER

Full Page	\$800.
Half Page	\$650.
Quarter Page	\$500.
3.625" x 4.875" V only	

### SPECIAL SECTIONS

Full Page	\$800.
Half Page	\$650.
Full Column 2.375" x 9.25"	\$600.
1/4 Page 3.625" x 4.375"V or 4.75" x 3.25"H	\$500.
1/6 Page 2.375" x 4.5"V or 4.75" x 2."H	\$400.

### AVAILABLE AT END OF PRODUCTION ONLY

Col Ad 2.375" x 2"	\$350.
Col Ad 2.375" x 1"	\$250.

### Note: Ad Dimensions

Safe Area Full Page: 7.375" x 9.875"  
 Page/Trim Size: 8.375" x 10.875"  
 Bleed: Trim plus .125" all sides  
 Half Page 3.625" x 9.875"V or 7.375" x 4.875"H  
 Note: Dimensions are Width x Depth  
 Note: V = vertical, H = horizontal

10% discount for repeat ads and packages.



Logo for Park Place  
Restaurant  
by Marcie Long

Email [MarcieLongArtGraphics@jps.net](mailto:MarcieLongArtGraphics@jps.net)  
 Website [Obiville.com](http://Obiville.com)

# TASTE KONOCTI<sup>®</sup>



Logo for Marin Wine Cellars  
by Marcie Long

### ELECTRONIC SPECIFICATIONS

**PHOTOS & GRAPHICS:** Photos are to be provided in **grayscale or CMYK, 300 dpi, tiff or eps files**. All photos must be copyright free or released by the copyright owner. Other graphics (line art, logos, etc.) should be 1200 dpi, tiff or eps files. Be sure all graphics and photos provided are same size as you want in your ad. Enlarging your graphics will cause the quality of your art to diminish.

*NOTE: If professional agency is producing ad, full resolution, CMYK separated PDF is acceptable, made from Adobe or Quark applications ONLY.*

### COPY OR PRESS READY DOCUMENTS

**IBM Compatible:** Zip, CD, USB flash drive or FTP

QuarkXpress® 6.5 or earlier

Adobe® Photoshop® —Save as TIFF

Adobe® Illustrator®) CS or earlier—Save as EPS, fonts outlined

**Macintosh:** Zip, CD, USB flash drive or FTP

QuarkXpress® 4.1 or earlier

Adobe® InDesign® CS2 or earlier

Adobe® Photoshop® CS2 or earlier,—Save as TIFF

Adobe® Illustrator® CS2 or earlier, Save as EPS, fonts outlined

1. Be sure all graphics, photos and fonts are attached separately from your file. Please submit hard copy printout with your file.
2. Ad text will also be accepted via email (please copy into the email rather than attaching assorted file types that may or may not be compatible) with hard copy printout.
3. All photos are to be published as presented. There will be an extra charge for grayscaling, cropping, editing and/or sizing photos @\$60/hr. Remember **300 dpi at actual size and CMYK color separation**.
4. Be sure to specify what copy you wish to highlight in bold, etc. with hard copy printout.
5. In order to keep within the confines of our layout design for the magazine and the dimensions of your ad, please provide concise details for your advertisement.

*NOTE: It is the responsibility of the advertiser to supply all fonts, supportive graphics and photo files in time frame as discussed.*

CONTACT MARCIE LONG 707 391-7147  
 ROBERT BLACKMOORE 391-7146



**ADVERTISING  
CONTRACT**

**TASTE  
KONOCTI** ©

Contact \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Cell \_\_\_\_\_  
 FAX \_\_\_\_\_

Issue \_\_\_\_\_

Final Proof Deadline \_\_\_\_\_

Advertiser \_\_\_\_\_

Mailing Address \_\_\_\_\_

Street/Shipping Address \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Ad Size \_\_\_\_\_ Ad Cost \_\_\_\_\_

Ad Location \_\_\_\_\_ Contract Length \_\_\_\_\_

- MAP
- MENU
- Event
- Community Program
- Special Section
- Other

- New
- Repeat
- Package
- Graphics Provided
- Design Needed\*\*
- Production\*\*

Special Package \_\_\_\_\_

1. **50% Down Payment is Required upon Contract Signing. Balance is Due on Approval of Final Proof of Advertisement or Article.**  
 Client \_\_\_\_\_ or  Agency \_\_\_\_\_  Deposit PAID \$ \_\_\_\_\_
2. Contracts canceled prior to completion will be charged graphics and productions fees at the regular rate. (See Rate Card)
3. Cancellation or changes in orders are not accepted after closing dates.
4. The provisions of the rate card being used at the time of the signing of this contract are incorporated by reference in this agreement.
5. When changes of copy or final proof are not received by the final proof deadline marked in the above contract, then the copy as of the latest proof of the current issue will be inserted.
6. In case of default and the account/advertiser is placed in the hands of an attorney or a collector, and/or is instituted there on. we and/or I promise to pay all costs of collection, including an attorney's fee equal to 33.5% or the maximum amount allowed by law of the sum remaining unpaid. Agency commission will be forfeited if payment is not made within 60 days of invoice date.
7. Once production or final proof has been made. there will be no refunds. The final proof deadline is firm. See Item 6.
8. All contracts are subject to Publisher's approval. Waiver of any paragraph in this agreement for one time is not waiver for all times
9. All advertisements are accepted on the representation that the advertiser and/or agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher and/or sales agent or any other associates connected with the magazine harmless for and against any loss. expense or other liability resulting from any claims or suits. All copy, text and illustrations are subject to the Publisher/Ad Director's approval before execution of the order; and the right is reserved to reject or exclude copy, whether or not the same has already been accepted and/or published.
10. The Publishers liability for any error will not exceed the cost of the space occupied by the error.
11. Any signatory to this contract, whether he/she is an agent or principal, is jointly, severally and personally liable along with the principal.

**\*\*PRODUCTION/GRAPHICS**

12. Submission of Copy. Advertisers will present their copy ready for printing. All photos must be copyright free or released by the copyright owner. This could be on disk or by e-mail. Art or logos must be submitted on disk in minimum 300 dpi resolution at actual size on disk or by e-mail. Fonts must be included. See electronic specification below to assure that graphics can be used as presented. If manipulation is required, charges will be assessed at the regular rate below. An estimate will be given before the work is started.
13. Production/Graphics Rates. (on 3rd and 4th proof #13 applies) \$60.00 per hour (\$15.00 per 15 minute increments) Custom design by our Art Director is included in this fee. Graphics will be paid for at the time of final proof.
14. Graphics Manipulation: Any art or logo that does not meet the specifications required must be manipulated in order to be reproduced to the quality level of the magazine will be charged at the regular graphics rate. An estimate will be given before the work is started.
15. Author's Additions: Changes from original copy presented: Any art, ad or article that is requested to be altered from the original instructions are consider Author's Additions. Typos and minor changes will be accepted at no charge. Major change in text, positioning of text and copy, additional copy, scans, photographs or other Authors Additions will be charged at the regular graphics rate and paid for at the time of final proof before publication.

**I have read this contract and understand my obligations. I acknowledge that all Taste Konocti Magazine created ads, art and photos cannot be duplicated in any other publication or any other form without written consent of the Publisher.**

Advertiser/Agency \_\_\_\_\_

Date \_\_\_\_\_

Sales Agent \_\_\_\_\_

Date \_\_\_\_\_

NorCal Wine

2010 EDITION

Food Culture



Cheesecake creation from the Mendocino Hotel.  
Photography by John Birchard, styling by Marcie Long.

## KELSEYVILLE

## LAKEPORT

## UPPER LAKE & BLUE LAKES

## NICE & LUCERNE

## GLEN HAVEN, PARADISE COVE & CLEARLAKE OAKS

## CLEARLAKE & LOWER LAKE

## MIDDLETOWN & COBB

Editorial and advertising  
arranged by districts or topics

## GATEWAY POSSIBILITIES

Ukiah  
Hopland  
Calistoga  
Williams  
Cache Creek

CONTACT MARCIE LONG 707 391-7147

ROBERT BLACKMOORE 391-7146

Email [MarcieLongArtGraphics@jps.net](mailto:MarcieLongArtGraphics@jps.net)

Website [Obiville.com](http://Obiville.com)

# TASTE KONOCTI®

SELLING SPACE NOW FOR 2010 Edition

## ADVERTISERS

- Wineries
- Wine Tasting Rooms
- Restaurants
- Farm Stands And Farmers' Markets
- Misc. Food/Beverage Businesses
- Art & Culture
- Entertainment & Events
- Ag Supply & Nurseries
- Associations Or Communities
- Lodging

## EDITORIAL IDEAS EXPLORED IN EVERY ISSUE

- Farmer in the Spotlight
- Behind the Scenes of a Food Business
- Local Recipe Local Chef
- Green Practices/Sustainability
- Local Cultural Interest
- Wine Highlight

## LOCAL ART DIRECTOR/PHOTOGRAPHER FOR OVER 19 YEARS

- Menus From Mendocino Magazine
- Wind & Weather Catalog
- Real Goods Trading Inc.—Retail, Catalog, Direct Mail, Website
- Mendocino County Alliance
- Lake County Marketing Program



Magical atmosphere & elegant tables at **Pure Mendocino**, the Cancer Resource Center's annual fund raiser at Paul Dolan's Dark Horse Ranch. Photography by Marcie Long.