

NorCal Wine

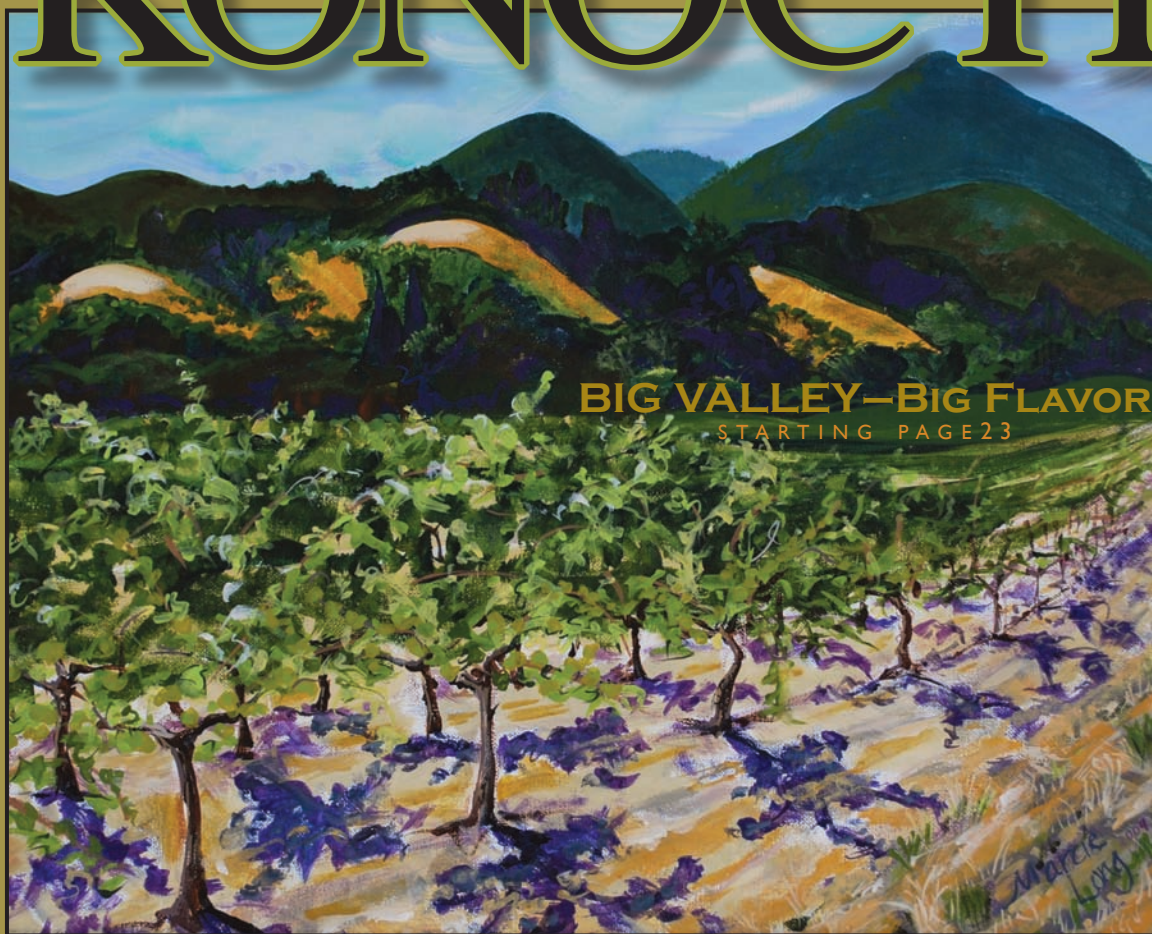
2010 EDITION

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

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

TASTE KONOCTI®



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.

Email MarcieLongArtGraphics@jps.net
Website Obiville.com

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 _____

- | | | | |
|--------------------------------|--|----------------------------------|--|
| <input type="checkbox"/> MAP | <input type="checkbox"/> Community Program | <input type="checkbox"/> New | <input type="checkbox"/> Graphics Provided |
| <input type="checkbox"/> MENU | <input type="checkbox"/> Special Section | <input type="checkbox"/> Repeat | <input type="checkbox"/> Design Needed** |
| <input type="checkbox"/> Event | <input type="checkbox"/> Other | <input type="checkbox"/> Package | <input type="checkbox"/> Production** |

Special Package _____

- 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 \$ _____
- Contracts canceled prior to completion will be charged graphics and productions fees at the regular rate. (See Rate Card)
- Cancellation or changes in orders are not accepted after closing dates.
- The provisions of the rate card being used at the time of the signing of this contract are incorporated by reference in this agreement.
- 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.
- 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.
- Once production or final proof has been made. there will be no refunds. The final proof deadline is firm. See Item 6.
- All contracts are subject to Publisher's approval. Waiver of any paragraph in this agreement for one time is not waiver for all times
- 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.
- The Publishers liability for any error will not exceed the cost of the space occupied by the error.
- 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**

- 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.
- 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.
- 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.
- 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

Website 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.