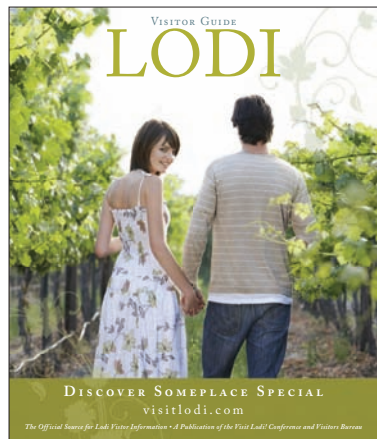


Lodi's premier Visitor Planning Guide

LODI VISITOR GUIDE 2013-14



Borra Vineyards

To achieve our goal, we employ the most progressive viticultural practices, harvest at peak maturity, and practice traditional winemaking techniques. Borra Vineyards traces its roots to Lodi back three generations, and the roots go even further back to a small town in Italy. Stephen J. Borra is owner and wine maker for Borra Vineyards. Stephen J. began making wine for his family in 1962 and the results were quite good. After nearly a decade of success, Steve formally started Borra Vineyards. The winery was located in 1970, producing Barbera and Cabernet wines from their grapes in Lodi. Today, the winery is still located at the same place that it was originally. We have available a wide variety of wines to please the most wine savvy consumer, from Chardonnay and Viognier to Zinfandel, Spinel and beyond.

Complimentary tasting for a place you'll want to visit again and again!

Tasting Room Hours are Friday through Monday 10 - 3 pm, Tuesday through Thursday by appointment. Private tours and facility tours available. 1001 E. Armstrong Road, Lodi, CA 95240 209-368-7446 BorraVineyards.com

Abundance Vineyards

More than a decade ago, the Muscatelli family's passion for wine brought about their desire to produce fine wines at a remarkable value. Today, Abundance Vineyards produces fine wines using different vineyard practices, and has a long list of awards recognizing their outstanding winery. Each and every grape that grows at Abundance wine is from vines that were planted and nurtured by the loving and capable hands of the vineyard's family to bring you abundantly excellent wines.

Harney Lane Winery

Love, Laughter, Family. These are the three main ingredients we pour into every bottle of Harney Lane wine. Welcome to a New Tradition. For a delicious taste of fun, laughter, and family traditions, we invite you to visit us at Harney Lane Winery.

Tasting Room Hours are Thursday through Monday 10 to 3 pm, and by appointment. 4915 E. Shaver Lane, Lodi, CA 95240 209-366-1900 HarneyLane.com

PREFERRED WINERIES

- 14 Abundance Vineyards
- 15 Borra Vineyards
- 16 Harney Lane Winery
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The 2012 /13 Lodi Visitor Guide. Here is your chance to be a part of the VISIT LODI'S Vacation Planner and Visitor Guide produced by Where® Custom publishing. This newly designed magazine is the primary piece that visitors receive when they request information about vacationing in Lodi. Over 15,000 magazines will be delivered to consumers that are serious about visiting Lodi and are interested in information about lodging, restaurants and activities that can help them create a meaningful trip. In addition magazines will

be in room at select lodging locations and available at participating wineries and visitor information centers.

FREE ONLINE AD

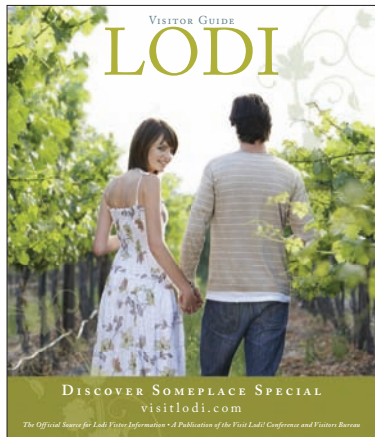
All advertisers receive an ad in the online version of the guide as well as a complimentary link from their online ad to their web site. Quarterly reports will give you data on how many people are visiting your website and have been referred by this Guide, its corresponding website and Visit Lodi.

UPDATED LOOK, NEW BRAND FOCUS AND SAME CONVENIENT SIZE WITH UPDATED PHOTOGRAPHY

We are making many changes to the guide, we are designing it with a convenient size, updated photography, and a continued focus on the wineries and attractions that make Lodi unique.

Ad Rates and Sizes

LODI VISITOR GUIDE CIRCULATION 2013-14: 15,000 ANNUALLY



Borra Vineyards

To achieve our goal, we employ the most progressive viticultural practices, harvest at peak maturity, and practice traditional winemaking techniques. Borra Vineyards traces its roots to Lodi back three generations, and the roots go even further back to a small town in Italy. Stefano J. Borra is owner and wine maker for Borra Vineyards. Stefano J. began making wine for his family in 1963 and the results were quite good. After nearly a decade of success, Steve formally started Borra Vineyards. The winery was located in 1970, producing Barbera and Carignane wines from their grapes in Lodi. Today, the winery is still located at the same site. We have available a wide variety of wines to please the most wine savvy consumer, from Chardonnay and Viognier to Zinfandel, Spinel and beyond.

COMPASSIONATE WINING for a price that doesn't cost your pocketbook - just please this page.

Tasting Room Hours are Friday through Monday 10 - 2 p.m., Tuesday through Thursday and by appointment (Private Tours and Family Reunions Available).
1001 E. Breckinridge Road, Lodi, CA 95240
209-368-7446 BorraVineyards.com

Abundance Vineyards

More than a decade ago, the Maccanini family's passion for wine brought about their desire to produce fine wines at a remarkable value. Today, Abundance Vineyards produces wine with some different production techniques, including the use of organic vineyard practices. Each and every grape that goes into an Abundance wine is from vines that were planted and tended by the Maccanini family, to bring you an abundantly excellent wine.

2010 Winery of the Year by Visit Lodi Conference and Visitors Bureau.
Tasting Room Hours are Monday through Sunday 10 a.m. to 5 p.m.
1920 W. Sutter Road, Lodi, CA 95240
209-334-0274 AbundanceVineyards.com

Harney Lane Winery

Love, Laughter, Family. These are the three main ingredients we pour into every gallon of Harney Lane wine. Welcome to a New Tradition. For a delicious taste of fun, laughter, and family traditions, we invite you to visit us at Harney Lane Winery.

Tasting Room Hours are Thursday through Monday, to 5 p.m. and by appointment.
4901 E. Sutter Road, Lodi, CA 95240
209-365-1900 HarneyLane.com

PREFERRED WINERIES

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15. Borra Vineyards
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UNIT	1 ANNUAL
Two Page Spread	\$5,600
Full Page	\$3,300
1/2 Page	\$1,750
1/4 Page	\$850

UNIT	BLEED	NON-BLEED
FP	8.75" x 10.25"	7.75" x 9.25"
1/2 Pg.	7.75" x 4.5"	
1/4 Pg.	3.812" x 3.812"	

Full Page
Non-Bleed: 7.75" x 9.25"
Bleed: 8.75" x 10.25"
(Allow .125" bleed on all sides)

Half Page
7.75" x 4.5"

Quarter Page 3.812" x 3.812"	Quarter Page 3.812" x 3.812"
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BAREBONES SPECIFICATIONS

- Colors:** CMYK process only
- Fonts:** Use ONLY PostScript Type1 or OpenType (or create outlines of all text)
- Files:** We prefer PDF/x1a when properly created from files that conform to our specifications. We can accept native files InDesign, with Photoshop (bitmap) and Illustrator (vector) images.
- Live Area:** All critical matter must be kept within the non-bleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

Insertion Agreement Deadline: April 15, 2013
Deadline for Ad Materials: May 2, 2013
Anticipated Release Date: June 2013
Publication Life: June 2013 - June 2014

Note: See **TECHNICAL INFORMATION** sheet for further instruction.

TRIM SIZE = 8.5" X 10"

Technical Information

LODI VISITOR GUIDE 2013-14

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. Onebit images (such as black and white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 280%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

SHIPPING INFORMATION

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.

Be sure
to include your
Web address
in your
ad creative.

Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.