

# Winery Association Digital Sponsorship

DIGITAL OPPORTUNITY **WINE ENTHUSIAST**  
IDEALAB

Wine Enthusiast Media has developed the following co-op marketing program that brings together some of our best performing digital products into a single offering that will provide value to the sponsoring region as well as 10 individual producers.

## THE PROGRAM CONSISTS OF THE FOLLOWING ELEMENTS:

1. One digital infographic that illustrates the region and includes data points about: variety, wines, culture, history, and participating wineries. The infographic will be published on a branded marketing page on *winemag.com* (the online home of *Wine Enthusiast* magazine) as well as on our Facebook and Pinterest accounts.
2. The marketing page on *winemag.com* will feature:
  1. The infographic embedded and available for download
  2. A 200 word article about the region (sponsor provides)
  3. Roadblock ad placements for 3 banners that link back to the sponsor's site
3. The page will also display a list of 10 of the region's wineries. Each listing will display; winery logo (or a label image), 50 word marketing message, address, phone, email and web address.

## MEDIA PLAN:

This program comes with a media plan designed to drive traffic to the marketing page while also garnering impressions for the sponsoring region. The plan includes:

1. One (1) sponsored Facebook post that will display the infographic
2. One (1) sponsored Instagram post that will display the infographic
3. Four (4) sponsored Tweets
4. 30 days of promotion on *winemag.com* homepage
5. 30 days of run-of-site banner impressions on *winemag.com* for 3 co-branded ad units
6. Four (4) promotional mentions in the weekly Top Shelf email newsletter reaching 300,000

The package can include up to 10 participating wineries, providing the producers with a cost effective way to get in front of the *Wine Enthusiast* online audience.

**PROMOTED FLIGHT: 30 DAYS**



**WINE ENTHUSIAST**  
advertising.winemag.com