



Web Site Direct Advertising Price List

August 12, 2009

There are four types of ads available on ViciVino.com: Banner/Leader Board, Embedded Rectangle Side Ad and Wide Skyscraper Side Ads. [Banner/leader board](#) ads are placed between the ViciVino.com header and the page contents. [Embedded](#) ads appear within the page content. [Rectangle](#) or [Wide Skyscraper](#) side ads are in a box on the right or left side of the page. Your side ad will be placed above the Google AdSense ads on the website. All ads must be purchased on either a quarterly or annual basis (see price list below). * NOTE * ViciVino.com is having a special introductory rate of a 10% discount if advertisement is paid in full by December 31, 2009.

No ads, Google AdSense or similar program, will be placed on the home page of ViciVino.com's website. Direct ads can be placed on either Lori's Blog, the Discussion Forum or on the different levels on the ViciVino.com's website. The most visited pages are the Discussion Forum pages, with about 25,000 page views each month, coming from about 150 unique visitors each day. The banner ad space for the Forum is our most valuable real estate. The blog, Wine Region Travels with Lori, averages about 75 unique visitors each day, and is the second-most valuable ad position in the ViciVino.com domain.

Discussion Forum	\$ Per Quarter	\$ Per Year
Banner/Leader Board	350	1200

Lori's Blog	\$ Per Quarter	\$ Per Year
Left Side – Wide Skyscraper	200	700
Left Side – Rectangle	150	500
Embedded	250	800

ViciVino.com Website	\$ Per Quarter	\$ Per Year
Banner/Leader Board	250	800
Embedded	150	500
Right-side Rectangle	90	300

These rates are good through December 31, 2009. After that our prices will go up approximately 10%. You must purchase and pay in full before December 31, 2009 in order to receive these rates.

Contact Larry Lapidés for more information. 925-519-1234, larry@vicivino.com

www.ViciVino.com
Your resource for wine region travel!