



CAWG MEDIA KIT

// ADVERTISING OPPORTUNITIES



(916) 379-8995



INFO@CAWG.ORG



CAWG.ORG



CALIFORNIA ASSOCIATION OF WINEGRAPE GROWERS

WHO ARE WE?

Today, the California Association of Winegrape Growers (CAWG) holds a unique role as the only statewide organization specifically focused on advocacy for all California winegrape growers. As the voice for the winegrape industry, CAWG helps to ensure the implementation of sound public policies through its vigilance and action on state and federal legislation, its advancement of sustainable farming practices, and promotion of education and research to enhance the California winegrape industry.

CAWG keeps a close watch on the development and adoption of regulatory issues and, when necessary, engages with state agencies and departments to protect winegrape growers from burdensome rules and regulations.

Since 1974, CAWG has been involved in numerous state and federal issues and initiatives, such as advocating for improvements in immigration and labor laws, increased funding for viticulture research and plants and pests management, availability of federal crop insurance for grapes, development and promotion of sustainable farming practices, and elimination of trade barriers.

CAWG is also a co-sponsor of the largest industry meeting in the Western Hemisphere, the Unified Wine and Grape Symposium. The Unified Symposium serves as an annual clearinghouse of information important to wine and grape industry professionals and attracts 14,000 attendees from all over the world.

OPPORTUNITIES

// ADVERTISE

- **CAWG's eNews – Weekly**
>> Ad or Content Link
- **The Crush Newsletter – Monthly**
>> ½ or full-page color ad
- **Business Directory – Annual**
>> Variety of ad sizes

CONTACT US



1121 L Street, Suite 304
Sacramento, CA 95814



CAWG.ORG



Natalie Collins,
Director of Member Relations



natalie@cawg.org



(916) 379-8995

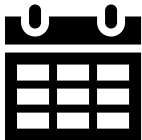


// WEEKLY ELECTRONIC NEWSLETTER

// ABOUT

CAWG’s weekly electronic newsletter is emailed to nearly 900 winegrape growers, wineries, industry officials and members of the media. CAWG e-News features breaking policy and wine industry news with updates from CAWG’s Federal and State lobbying teams, plus a calendar of association meetings and events. The newsletter is published and emailed 50 times a year, on Thursday of each week.

// CALENDAR



- eNews is sent weekly on Thursday afternoons.
- Ads or links due to CAWG by Tuesday of the week advertisements run.
- Ads due to CAWG by Tuesday of the week advertisements run.

// AD SPECIFICATIONS



- Advertising is limited to five advertisers per eNews edition.
- Advertisers can choose between a banner advertisement or square ad
- Ad size is 160 pixels wide by 225 pixels long. Ads may contain logo only, text only, or a combination of logo with limited text.
- Advertising rates are by the month with a 3-month minimum requirement.
- Ads can be linked directly to your website or product page.
- Can update ad 3 times during ad period.
- High resolution JPEG or PNG sent to natalie@cawg.org by Tuesday of the start of your advertisement.

// RATES



Member Status	3 months (12 ads)	6 months (24 ads)	12 months (48 ads)
Member	\$450	\$650	\$1100
Non-Member	\$550	\$750	\$1250

// LINKS



- Sponsor a link or news story to promote a product or event.
- Limited to 250 words in eNews
- Cost: \$100 per linked ad



// ABOUT

CAWG’s monthly newsletter, The Crush is delivered to nearly 1,500 winegrape growers, wineries, industry professional and decision makers. This full color publication features timely lead stories and the latest state, federal and industry news. Your full color ad can be linked to your website or specific product pages, with click analytics available to track member engagement.

// CALENDAR



DIGITAL: The Crush is available in a digital format each month - with 12 publications each year!

DUE DATE: All ads are due in PDF format by the 25th prior to the month you will be advertising.

// SPECIFICATIONS



- Advertisements available in full or half page.
- Full page ads – 8”x 10.5” / Half page ads – 8L” x 5.25H” (Bleeds included)
- Ad space is limited to FIVE ads per month · One ad per product category
- All ads will be in full color.
- Include all links for digital purposes
- A high-resolution PDF must be emailed to natalie@cawg.org by the 25th of the month prior to your ad running.
- All ads are subject to CAWG approval prior to publishing.

// RATES



Cost Per Month			
DIGITAL ADS	Full Page	\$850.00	\$1,000.00
	½ Page	\$600.00	\$750.00

// CHECK OUT AN ISSUE OF THE CRUSH

Linked here! →





MEMBERSHIP DIRECTORY

// ANNUAL INDUSTRY REFERENCE GUIDE

// ABOUT

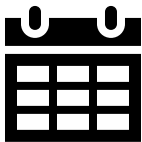
The 2021 Digital Membership Directory provides an opportunity for additional exposure to the winegrape industry. All CAWG members are listed in the directory as a grower, or an associate member. Growers are also listed by Crush District, and our associate members are categorized by the services that they provide.

The annual directory acts as a comprehensive guide to the many vineyard management products and services available to our CAWG growers. This is your chance to be a part of this valuable industry reference guide. This digital directory has search capabilities with the option to link your advertisement directly to your website or product page.

This is a MEMBERS ONLY guide, advertisements are not available to non-members.

If you are interested in advertising, please return this form by March 1, 2021 to reserve your space.

// CALENDAR



- The annual membership directory is published in June each year.
- Secure ad space by March 1.
- Send artwork by March 31.

// SPECIFICATIONS



- Advertising is only available to CAWG members.
- All ads are in full color.
- Ad sizes and rates can be seen below.
- Send ads to info@cawg.org by March 31.

// RATES



Ad Rates	Ad Size (w x h)	Price
1/8 Page	3-3/4"x2-1/2"	\$200.00
1/4 Page	3-3/4"x5"	\$350.00
1/2 Page	7-1/2"x5"	\$550.00
1/2 Page	3-1/2"x10"	\$550.00
Full Page	7-1/2"x10"	\$1,350.00
Tab/Divider	7-1/2"x10"	\$1,400.00
Inside Front Cover	7-1/2"x10"	SOLD
Right Side Panel	3"x10"	SOLD

// CHECK OUT THE 2020 DIRECTORY!

Linked here!



