

HOW TO ADVERTISE ON



FOR THE
Wine
SECTION

PAGE BANNER AD

(Actual AD Size)

\$400⁰⁰
(per months)



Ad Size: (504 x 90 pixels) or (7" x 1.25")

Right Column Banner AD

(Actual AD Size)



\$300⁰⁰
(per months)

Your Logo or Label will appear on:

FBWorld Home Page for One Week along with review
FBWorld Wine Page permanently along with review
FBWorld Newsletter to our 100,000 + readers

Your Logo or Label will link to:

Your Web Site

Your on-line Store for purchasing if desired **OR**
on our on-line Store in our Wine Section if desired

Logo Ad Size: (105 x 144 pixels) or (1.458" x 2") **OR**
Label Ad Size: (105 x 180 pixels) or (1.458" x 2.25")

Ad View and Click Through Reports provided to Client Monthly.

SPLASH PAGE

Your Editorial, Your Way

This is the home page of FBWorld.com, where all new topics are first introduced, through your feature article and your banner ads.



The first click on your article or banner ad will lead directly to your Splash Page, where our readers will find out all about you.

This is archived in the [Wine Section](#) of [Wineries](#) and [Vineyards](#) or whichever most applies to your topic.

Your interview with us will craft our unique 300 word story of your services and company philosophy.

From there, we will customize your path of links throughout the site, including a link to your own company web site.

Forever on the web, your information can be easily found even 10 years from now. Your press releases, articles and other reviews can be posted ongoingly throughout the year. This is custom designed depending on the client's needs, but takes into account the following:

- Interview and 300 word article
- Online e-store inclusions
- Links to other sections to the web site
- A **BUY NOW** button (*when appropriate*)
- Archival storage of Articles & Press Releases
- Product-write ups (*when appropriate*)
- Event coverage, (*when agreed upon*)
- Newsletter inclusions (*when agreed upon*)
- Product inclusions on Events (*when agreed upon*)
- Editorial Calendar inclusions (*when agreed upon*)
- Links to your own web site

Price: **\$1,100⁰⁰**



FBWorld.com Splash Page

Special Combo for Splash Page and Banner Ads:



RH Banner Logo Banner Ad (105 x 132 pixels)

Price: **\$2,200⁰⁰**
(3 month program)

Banner Ad (504 x 90 pixels)

E-MAIL NEWSLETTERS



Who's News in the Wine and Beverage Market

Many of our natural & organic food and beverage constituents have a great story to tell. We'll help you tell it.

Newsletters go out bi weekly to over 100,000+ food and beverage professionals interested in the current Wine news, events, ingredients or blends the industry has to offer.

TWO WAYS TO PARTICIPATE:

1. logo inclusion as an advertiser on all 100,000+ outbound e mails with link back to your splash page complete with reports
Price: \$1,000.00
2. a Newsletter All About You – you are the sole topic on newsletter going out to all 100,000+ readers.
Price: \$3500 - \$5000 (read description)

DESCRIPTION OF ALL-ABOUT-YOU NEWSLETTER

Three, fully trackable- e-mail blasts for your company in order to create awareness, inquiries, and sales. These e mail blasts are done with proprietary software, which generates a complete report of:

1. Entire list of valid e-mails linked to full contact info in database
2. Who opened the e-mail
3. Who did not open the e-mail
4. What links they clicked on (we create links to articles on web in each paragraph of article)
5. Full graphics showing breakdown of all categories of links.

The resulting report generates tools to evaluate who is expressing interest, what they are expressing interest in, and who is not. This results in a report of SALES LEADS to client.

E-MAIL NEWSLETTERS

(continued...)



PRE - SETUP

Through consultation with client, FBWorld will ascertain:

1. targeted demographics of professionals, buyers, etc
2. specific news and information
3. Identification of distribution network, event, or other currently in place
4. Identification of other potential markets to target
5. Identify list of appropriate trade shows/events to attend and/or target with newsletter
6. Gather usable photos for client showing estate, products, key people, etc

SET UP

1. Interview client
2. Write 3 different articles to be released at agreed up times
3. Set articles up in Wine Article Archives with pre-scheduled front page promotions, rotating banner ads, etc.
4. Design interactive newsletter with links back to the client's web site included.
5. Proof with Client.

IMPLEMENTATION

1. Send out first newsletter
2. Receive report within 24 hours
3. Identify new leads
4. Deliver report
5. Repeat again at next pre-determined date
6. Repeat again at next pre-determined date

SOME SUGGESTED TOPICS:

1. About the company
2. Companies successfully utilizing your services
3. Tradeshow dates and where to find
4. More.....

PRICE: All About You - Newsletter

1. Set Up plus 1 e-mail: **\$3,500⁰⁰**
2. Set Up plus 2 e-mails: **\$4,500⁰⁰**
3. Set Up plus 3 e-mails: **\$5,000⁰⁰**

Now Available!

Videography

Filming allows you to prepare yourself to be ready for many digital, broadcast and broadband mediums: Cost for this service is custom bid only.

Ask for details



FBWEBTV
COM

NEWSLETTER DEMOGRAPHICS



From the Ground

Organic Growers, Ranchers, Farmers	640
Wineries, International and Domestic	9783

To the Shelves

Natural&Organic Food and Beverage Manufacturers, Suppliers, Brokers, Distributors	7203
Retail Grocery & Convenience Store Hdqtrs, Gourmet Food, Gift & Health Food Stores	2055
Supplement Mfg	325
Institutional Food Companies and Distributors	1277

At the Table

Executive Chefs, Sous Chefs, Personal Chefs, Caterers, Culinary Schools, Restaurants, Hotels, Green Hotels, Resorts, Country Clubs, Casinos, Gourmet Food Destination Travel	27,193
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Food Equipment Companies

Equipment, Table Top, Cutlery, Chef Wear	885
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Associations and other Groups

Associations, Trade Shows, Conferences, Scientific Writers, Writers, Universities, Think Tanks, Food Banks, Non Profit Organizations, Gov't Organizations, International Pavilion groups, Ambassadors, University Professors, Nutritional Associations	19,442
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Media

Publishers, Magazines, Newspapers, PR, Ad Agencies	6,108
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Consumer

.....	30,252
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Corporate Businesses and Services

.....	2,212
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Renewable Energy

.....	6,909
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GRAND TOTAL:	117,540
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