

BERKSHIRES | HUDSON VALLEY – SARATOGA

# DINNERwhere?®

**Bonnie Kurtz**  
**Millie Rossman Kidd**  
Publishers

**Dinnerwhere?**  
P.O. Box 306  
Chatham, New York  
12037

518.758.2889 tel  
518.758.1747 fax

[dinnerwhereonline.com](http://dinnerwhereonline.com)

Ingredients include a trademark guide to locally owned destination restaurants paired with engaging editorial featuring signature recipes from top regional chefs, specialty drinks, cutting-edge products, wine and spirit recommendations, artisan foods, national trends, home kitchen design, gardening features, and tips on entertaining.

Dinnerwhere celebrates the connections among local food growers, restaurants, and the greater community. Creative, authentic regional fare is our readers' passion —whether at home or when dining out.

Advertisers approached to participate in Dinnerwhere complement the magazine's audience, aesthetic, and marketing direction. Dinnerwhere's readers are native epicureans who support and appreciate the high-quality goods and services offered by our broad range of sponsors.

Dinnerwhere is established as an annual magazine in the Berkshires of Massachusetts and the Hudson Valley/Saratoga Springs corridor of New York.

Dinnerwhere's polished production specifications include a perfect binding, substantial 100-lb matte finish cover stock with 60-lb matte finish interior, and four-color process printing. The trim size is 8 by 10 1/2 inches.

"I was impressed with the volume of business I received from my coverage in Dinnerwhere magazine. Several customers traveled a great distance to shop at my store."

**Cow Jones Industrial**  
Chatham, New York

“An amazing, very informative publication. It is 100%, a great success. Guests take it with them to their room and then ask me to change their dinner reservations.”

**The Cranwell Resort, Spa, and Golf Club, Lenox, Massachusetts**

“Dinnerwhere is a great tool for guests and a much needed chronicle of dining options. They fly out of here!”

**The Red Lion Inn  
Stockbridge, Massachusetts**

“Dinnerwhere is my guide for everything, from great places to dine and entertain new friends, to places to shop for everything from furniture to gourmet foods. I signed up for a subscription to insure I don't miss a thing.”

**Jeanne Hogue, Subscriber**

“My husband and I are great fans of Dinnerwhere and find the recipes unique and delicious. When we travel, we bring our collection of magazines with us to make meals for friends and family. Thank you, Dinnerwhere!”

**JoAnn Merriman, Reader**

## Why is Dinnerwhere a sound marketing investment?

**Exposure** Dinnerwhere is sold at retail locations frequented by affluent and educated consumers including supermarkets such as Price Chopper, Stop and Shop, specialty shops and markets, wine stores, retail stores, farmstands, independent bookstores, Borders and Barnes & Noble, Amazon.com, train stations, local chambers of commerce, visitors' bureaus, Albany's MillionAir terminal. The cover price is \$2.95 per issue.

Dinnerwhere is distributed to inns, hotels, bed and breakfasts, and cultural venues throughout the region. Guests use the publication to research food, shopping, art, and recreational opportunities in the area. These issues are in high-traffic visible locations that afford a wide and extended readership plus targeted exposure.

**Shelf Life** Dinnerwhere prides itself on placing copies in the hands of readers. Its extended shelf life boosts sell-through rates to well above industry norms. With monthly publications, unsold copies are frequently destroyed or left with the vendor for disposal. But Dinnerwhere places copies judiciously to minimize waste, and unsold newsstand copies are reallocated to alternative distribution outlets. This high volume process maximizes advertisers' marketing presence. The editorial content in Dinnerwhere is not largely time sensitive. Hostelryes and newsstands display Dinnerwhere throughout the year.

**Interactive** The regional recipes are Dinnerwhere's most popular feature, second only to its restaurant information. Readers often save back issues in order to reference their favorites. The interactive nature of the recipes lend Dinnerwhere practical utility, giving advertisers intrinsic value and repeated exposure beyond that of other print publications.

**Affordability** Advertising rates in Dinnerwhere are remarkably low when compared to regional magazines with similar production quality. These low rates allow advertisers to place compelling and effective large canvas marketing promotions.

# Dinnerwhere's Design Menu

Dinnerwhere's readers often comment on the aesthetic quality of the advertisements featured in the magazine. Our designers strive to give advertisers a custom look that conveys each business's unique personality and reflects the high standard set for the publication.

Ad design is one of the most time-consuming elements of Dinnerwhere's production schedule. Our team often spends hours guiding the client through the process of gathering imagery and copy and reworking design to meet individual expectations. Participants have three options:

**1. Submit an Ad** If you choose to develop your ad in house or contract with an outside graphic design firm, please adhere to the sizes offered (see rate sheet for ad options and dimensions).

Clients reserving a spread should not place live copy across the 1" center, or gutter, of the magazine.

Incorporating a background color? Please add a .125" bleed on all four sides so that artwork may be imported without a white strip.

Dinnerwhere is produced using Adobe Creative Suite. Please submit press-ready PDF files or artwork from these cross-platform applications:

- Adobe InDesign
- Adobe Photoshop (Photography should be cmyk and a minimum of 300 dpi scanner resolution; black and white line art should be 1200 dpi)
- Adobe Illustrator

All files submitted from the following applications must be in PDF file form:

- Adobe Pagemaker
- Multi-Ad Creator
- Microsoft Publisher
- Corel Draw

Additionally, we do not accept logos and photos taken off the web because screen resolution images are unsuitable for printing.

Ad submissions may be sent by email to our production department at **dinnerwhere@gmail.com**. **We recommend that files be compressed using Stuffit Deluxe.** Large files (over 5 mg) are best submitted via FTP; please email us for directions.

Or, if you prefer, ads may be submitted by mail on a CD-ROM to **Ads at Dinnerwhere, P.O. Box 306, Chatham, New York 12037**. **All ads must be accompanied by a hard copy or a screen-resolution jpeg proof for reference. Please include all files for the job, such as picture files, macro-format fonts, color information, etc.**

## 2. Use an Affiliated Designer

Advertisers new to Dinnerwhere can take advantage of affordable design services offered by Dinnerwhere's design affiliates. A list of resources will be provided upon request.

## 3. Have Dinnerwhere Prepare Your Display Ad

Ads designed or formatted by Dinnerwhere will be updated by request for a flat \$50 service fee. New custom display advertisements designed by Dinnerwhere solely for use in Dinnerwhere will be formatted for a courtesy rate of \$50 per hour. Copy-editing is included as part of this ad design service. The average advertisement requires 1 to 2 hours of design time.

Dinnerwhere will supply advertisers with copyrighted ads in up to four sizes for use, with permission, in other print publications for a one-time service fee of \$225.

To begin the design process submit a high-resolution, print-quality logo and images along with complete written copy. Please do not send logos and photos taken off the web. Screen resolution images are unsuitable for printing. To receive Dinnerwhere's design courtesy rate, all images and copy must be received within 3 weeks of written or verbal commitment to avoid additional handling fees.

# Design of Restaurant Profiles

Restaurants selected to place one- or two-page profiles in Dinnerwhere's dining guide can choose from three preformatted designs.

Custom designs are also available. These will be developed according to the display advertising terms outlined earlier. Keep in mind that one- to two-page restaurant profiles can be design intensive. To keep costs to a minimum, we ask you to work closely with the designer to expedite the process of gathering material, establishing expectations, and providing feedback for revision.

As a dining guide, it is helpful to include a list of signature dishes as well as professional images of food and décor with profiles. Dinnerwhere is distributed to hostelrys throughout the region. Please provide diners with enough information to make appropriate and satisfying decisions.

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*Dinnerwhere is published by Bonnie Kurtz and Millie Rossman Kidd. Bonnie is a writer, sales consultant, and English curriculum specialist formerly with Holt, Rinehart and Winston. Millie is an art director formerly with Real Simple magazine, TIME magazine, and Martha Stewart Weddings.*

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## Ad Sizes

- One-sixth
- One-quarter
- One-third, vertical
- One-third, square
- One-half, vertical
- One-half, horiz
- Two-thirds
- Full page
- Two page feature
- Checkout Listing

## Please indicate any premium placement reservation request:

- Back cover
- Inside front cover
- Opposite TOC 2
- Inside back cover
- Dining guide section openers
- Restaurant chart

## Dinnerwhere 2010 Display Ad Insertion

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### Company Name & Contact

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### Billing Address

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|             |              |                |
|-------------|--------------|----------------|
| <b>City</b> | <b>State</b> | <b>Zipcode</b> |
|-------------|--------------|----------------|

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|            |            |
|------------|------------|
| <b>Tel</b> | <b>Fax</b> |
|------------|------------|

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|                |              |
|----------------|--------------|
| <b>Website</b> | <b>Email</b> |
|----------------|--------------|

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|   |                 |
|---|-----------------|
| <b>Visa, Mastercard, or AmEx Number</b> | <b>Exp Date</b> |
|---|-----------------|

**Frequency:**     2010 only     2010 & 2011\*

**\*Note: 2010 rate is guaranteed for 2011**

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|                  |             |
|------------------|-------------|
| <b>Signature</b> | <b>Date</b> |
|------------------|-------------|

The publisher reserves the right to decline any advertising for any reason. The publisher shall not be liable, in any way, for failure to publish an advertisement; fees received by the publisher for unpublished advertising will be refunded. All prices are net. Agencies, please add your commission. Bills are sent within 30 days of publication with net 30 terms. We reserve the right to charge the credit card on file for any unpaid bills after 60 days. The publisher shall be under no liability for any errors in the advertisement, typographical or otherwise, for which it may be responsible except for the cost of that portion of ad space within which the error first appeared. It is the sole responsibility of the advertiser to obtain the necessary permissions required to reproduce copyrighted material such as art, photography, trademarks, trade names, or service marks. All original artwork, transparencies, or other items submitted for reproduction are accepted only at the advertiser's risk and will be returned upon payment of any balance due. All ad material created by Dinnerwhere is protected and copyrighted by Kurtz and Kidd Design. Use in other publications is strictly forbidden without express written consent. Orders specifying positions are accepted only upon a request basis subject to the right of the publisher to determine actual position. All bills presented for advertising shall be deemed a correct statement of obligation unless the advertiser or agency makes a written objection within thirty (30) days after presentation. The publisher reserves the right to add sponsor's logotypes or trademarks to any portion of the publication and to revise at any time any terms and conditions of this rate card.

Early Incentives  
 Please check  
 all that apply:  
 Advertisers who:

reserve space on or before 11 December 2009 will receive 5% off published rates.

participated in the 2009 edition will receive 5% off published rates.

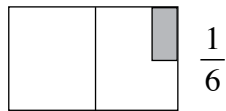
submit approved press ready ads prior to 15 January 2010 will receive 5% off published rates.

make payment in full within 3 weeks of placing a written insertion order will receive an additional 2% discount.

(total possible discount not to exceed 17%)

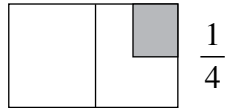
# DINNERwhere?

## Display Ad Rates & Size Options


 $\frac{1}{6}$ 

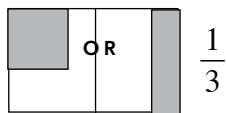
### ONE-SIXTH PAGE

2½" x 4½", \$510


 $\frac{1}{4}$ 

### ONE-QUARTER PAGE

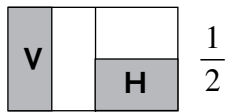
3½" x 4½", \$660


 $\frac{1}{3}$ 

### ONE-THIRD PAGE

2½" x 9½", Vertical, \$830  
4¼" x 5½", Square, \$830

Premium Placement  
on section openers  
(Vertical only) \$1035


 $\frac{1}{2}$ 

### ONE-HALF PAGE

Vertical: 3¾" x 9½"  
or Horizontal, 7" x 4½"  
\$1100


 $\frac{2}{3}$ 

### TWO-THIRDS PAGE

4¼" x 9½", \$1375



Full  
Page

### FULL PAGE

8" x 10½", \$1650



Two-page  
Feature

### TWO-PAGE FEATURE

16" x 10½", \$2475

**INSIDE FRONT AND,  
INSIDE BACK COVER,  
AND OPPOSITE TOC 2**  
8" x 10½"  
\$2250

### BACK COVER

8" x 10½"  
\$2625

**CHECKOUT LISTING**  
Special back-of-the book  
resource section which  
includes full color photo  
or logo and listing up  
to 50 words. \$375 for a  
3½" x 2" space.

## Frequency & Circulation

25,000 copies are  
distributed annually.  
Available Summer 2010.

## Closing Date

To receive early incentive  
discounts the insertion  
order must be received prior  
to 11 December 2009 and  
press-ready artwork must be  
received before 15 January  
2010.

All other insertion orders  
must be faxed on or before  
12 March 2009. Artwork is  
due 26 March 2009 to:  
Dinnerwhere@gmail.com.

## Terms & Billing Policies

**Discounts** Established Dinnerwhere advertisers will automatically receive a 5% frequency discount on net advertising costs. Advertisers who make payment in full within 2 weeks of placing a written insertion order will receive an additional 2% discount. Advertisers may apply these deductions against current published rates if making payment prior to invoicing.

**Billing** First time advertisers must place a Visa or Master Card number on file with insertion orders; invoices are issued upon approval of press-ready artwork. Advertisers with established credit are invoiced 4 weeks prior to publication. All payments are due net 30. A 2% finance charge is assessed from the first due date every 30 days on all outstanding balances unless special billing arrangements have been made prior to invoicing. The advertiser and/or agency agree to pay an attorney's fee plus twenty percent (20%) on all amounts that becomes necessary to place with an attorney for collection plus all costs and disbursements of collections.

**Cancellations** Neither the advertiser nor its agent may cancel the insertion contract after the closing date. Advertisers must complete and return an insertion order form to the publisher in order to reserve ad space and guarantee rates or discounts. If the publisher has not received the advertiser's press-ready ad by the closing date, the publisher reserves the right to re-print the advertiser's most recent ad. If there is no previous artwork available, the advertiser will be charged for any space reserved by them.

Contracts agreed to in writing or verbally are considered binding and are subject to all terms & requirements of this confirmation.

**Additional Terms** The publisher reserves the right to decline advertising for any reason. The publisher shall not be liable for failure to publish an advertisement; however fees received by the publisher for unpublished advertising will be fully refunded. The publisher is not liable for any errors in the advertisement, typographical or otherwise, for which it may be responsible except for the cost of that portion of ad space within which the error first appeared. It is the sole responsibility of the advertiser to obtain the necessary permissions required to reproduce copyrighted material such as art, photography, trademarks, trade names, or service marks. All original artwork, transparencies, and articles submitted for reproduction are accepted only at the advertiser's risk. All ad material created by Dinnerwhere is protected and copyrighted by Kurtz and Kidd Design. Use in other publications is strictly forbidden without express written consent. Orders specifying positions are accepted only upon a request basis subject to the right of the publisher to determine actual position. The publisher reserves the right to revise at any time without notice to the advertiser any terms and conditions of this rate card. All bills presented for advertising shall be deemed a correct statement of obligation unless the advertiser or agency makes a written objection within thirty (30) days after presentation.