

Advertising Policies and Content Guidelines

- All Advertiser Content must be in good taste and must comply with all laws, rules and regulations that apply to the Advertiser, the Advertiser Content and any location where the advertisements may appear.
- The landing page must prominently present the offer being advertised. Example: If the advertisement offers 25% off, then the landing page must feature the products that are 25% off.
- Non-specific calls to action (e.g. "Click here") are not allowed. Specific calls are acceptable.
- Advertising promoting sweepstakes may or may not be allowed, subject Winestate Magazine's prior written approval.
- Advertising "free" goods or services must indicate that terms and conditions apply.
- The following advertising and advertising content is prohibited:
 - Pornography and other "adult" content.
 - Illicit/illegal drugs and drug paraphernalia.
 - Gambling or gambling paraphernalia, including online gambling, poker, or bingo.
 - Tobacco or tobacco related products.
 - Weapons, including guns, gun parts, kits, mace, nunchucks, halberds, blank powder and ammunition.
 - Foul, vulgar or obscene language or that features nudity.
 - Content that is defamatory, libelous, invasive of another's privacy.
 - Hate speech - inciting or advocating violence or racial intolerance.
 - Content that is threatening, abusive, harassing, or advocate against a protected group, whether based on race, color, national origin, religion, disability, sex, sexual orientation, age or any similar or other category.
 - Content that promotes any illegal or dangerous activity.
 - Deceptive, false or misleading content.
 - Content or technology that infringes, or encourages or enables the infringement of, the intellectual property or personal rights of others.

Technical Specifications - General Technical Guidelines

- Advertisements must not collect any information from or about individual users (whether or not such information is personally identifiable) without Winestate Magazine's prior written consent.
- All advertisements must be in-banner and not expand, either automatically or by mouse roll-over.
- All advertisements must not include pop-ups and pop-unders, nor may landing pages spawn pop-up or pop-under advertisements to a user.
- Winestate Magazine does not allow ads with flashing, a lot of animation, "fake winner" copy or fake functionality such as HTML Selects or "Search Forms" in HTML or Flash or image format.
- If an advertisement uses third party tags, please include specific trafficking instructions. A contact at the third party is required and must be provided to Winestate Magazine prior to the campaign.
- All impression delivery and billing will be based on Winestate Magazine reporting numbers unless otherwise specified in the applicable insertion order.
- If Advertising Content is late or do not meet guidelines noted herein, Winestate Magazine reserves the right to extend the campaign by the number of days the Advertising Content was late in order to reach the contracted impression goals. However, Winestate Magazine will work with the applicable advertiser or agency to deliver all impressions within the contracted flight dates pending placement and available inventory.
- Advertisements may not use Winestate Magazine or Winestate logos or trademarks or mention or refer to Winestate, its site or its brand in any manner without Winestate Magazine's prior written consent.
- Ads must incorporate advertiser's trademark. The messaging should not mislead the user.
- Advertisements must not interfere with navigation on Winestate Magazine website, obscure other content or advertisements, access or alter computer settings or preferences or otherwise unduly or inappropriately interfere with the user's experience of or Winestate Magazine's operation of Winestate Magazine websites.
- Advertisements must not trigger downloads of software to a user's computer without first providing the user with clear and conspicuous disclosures regarding the installation, operation and removal of the software, and providing the user with an opportunity to decline to install the software after such disclosures are made
- The display URL must be the actual destination URL (i.e., the website that the advertisement's link resolves to, not a redirect) of the advertisement so that it informs the user of the destination website of the advertisement.
- The destination URL of an advertisement must work properly and resolve to a working website. It cannot connect to an email address or file, and must not be under construction.