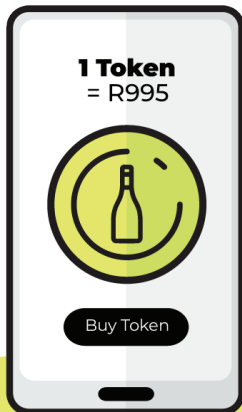




## Market - Grow your brand



Use our **Token** system to guarantee publication, or use our **Token Bundle** and/or **Annual Contracts** for extra exposure & best value offers.

- > Our simple Token system makes publication accessible to all;  
**1 Token @R950 = 1 Item Published.**
- > **1 Item Published = News Article**, or **Wine Fact Sheet**, or **Diary Event**, or **Tourism** entry (Eat, Sleep, Do, Taste), or **Photo Album**, or **Video**

### Token Options

Great flexible options for PR companies, Suppliers, Small businesses, Associations, Wine Routes, Awards businesses

**Pay As You Go**  
**@ R995**  
Valid 3 years

**Token-5 Bundle**  
**@ R4 750**  
Valid 3 years

**Token-10 Bundle**  
**@ R8 500**  
Valid 3 years

### > Use **Tokens** to publish or bump up your content

	Tokens needed
<b>1 Published Item</b> News, Wine , Event, Tourism info, Photo Album or Video	1
<b>Featured News (1 Day)</b> Published + 1 day Featured in News & Newsfeeds (NO Social Media Post)	2
<b>Featured News (3 Days + Social Media Post)</b> Published + 3 days Featured in News & Newsfeeds + 1 x Social Media Post	3
<b>Boost Your News / Launch a Wine</b> Published + 3 days Featured in News & Newsfeeds + 1 x Social Media Post + 2 weeks Banner Advert	5
<b>Featured Diary Event (2 Weeks)</b> Published + 2 weeks Featured in Diary & weekly Diaryfeed + 1 x Social Media Post	2
<b>Boost Your Diary Event</b> Published + 2 weeks Featured in Diary & weekly Diaryfeed + 2 x Social Media Posts + 2 weeks Banner Advert	4
<b>Banner Advert (1 Week)</b> Image to be supplied - 1170 x 190px (min 2k impressions)	2
<b>Spotlight Pages</b> We create a branded 'news room' for your content	1



## Market - Grow your brand

Reach the extensive & influential global wine community.  
200k+ unique monthly wine lovers.

### Annual Contracts - Unlimited publication + Extra Exposure

#### Annual Listing Contracts

Guaranteed unlimited publication & proactive sourcing of content

#### \*Extra Gold Exposure :

Banners, Featured Content, Social Media

#### Partner Listing

**R 25 500 p.a. OR  
R 2 550 p.m.**

#### Gold Listing

**R 47 700 p.a. OR  
R 4 770 p.m.**

**+ Extra Exposure\***  
++Impressions: 180k+ p.a.

### Web Development

#### Wordpress Website Development (Full Site)

Must be either Partner or Gold listing. Includes dynamically fed wine.co.za info.

from **R 21 000**  
once-off

#### Wordpress Website Development (1-Pager)

For small wineries with one or two wines

from **R 5 500**  
once-off

#### Website Hosting

Annual hosting fees and Wordpress updates (Ts & Cs apply)

**R 2 200 p.a.**

### Classified Adverts

#### Classified Ads (Featured)

**R 520 - 1 week**



## Engage - Talk to your customers

### Guest Wifi - Hardware and Mailers (Set Up and Management)

Grow your subscriber base for better long-term profitability for DTC Sales

from R 1 650 p.m.

### Emailer Creation

Let us help you design and manage your communications to your customers

#### Set Up

from R 1 790

#### Ongoing

R 995 / hr  
design fee

#### Sending

R 0.32 / email address



## Sell - Sell your wine

### CellarDirect - Online Store Set Up

from R 3 750

### CellarDirect - Service Fee

We manage your online store, specials, wine club + mailing list integration

15%  
monthly commission

### CellarDirect - Warehousing / Pick & Pack

Reduce delivery time to your customer - and your admin hassles

#### Warehousing

110 x 6-bottle cases  
R 300 / pallet p.m.

#### Picking & Packing

R 10 per waybill

### CellarDirect Sales Accelerator - Boost your Sales

Increase your sales with our dynamic Direct to Customer sales service

R 2 650 p.m.



## Learn - Train your staff

### DTC Academy - Wine Advisor Level 1

Wine & Guest Experience

R 1 900  
per candidate

### DTC Academy - Wine Advisor Level 2

Deeper Wine knowledge and Guest engagement/upselling

R 1 900  
per candidate

### DTC Academy - Wine Sales Advisor Level 3

Focus on Sales and 5-Star Service

R 1 900  
per candidate