



San Francisco CUISINE

[A DIVISION OF LTD PUBLISHING]

Welcome,

Thank you for participating in the twelfth edition of *San Francisco Cuisine*.
The following pages will explain all the items needed from your business.

Included in this packet

- Materials Outline and Specifications
- Winery Information Sheet

Materials can be submitted in the following ways

■ Mail

2443 Fillmore Street, Suite 415
San Francisco, California 94115

■ E-mail (files smaller than 5MB)

artwork@sanfranciscocuisine.com
Larger files may be sent via www.yousendit.com

■ Fax

(415) 520-9990 or (480) 704-4983

Please be aware that as soon as you receive this packet, materials will need to be forwarded as soon as possible. If you have any questions, please call (415) 302-1783. Office hours are Monday-Friday, 9:00am-5:00pm PST.

Sales:

2443 Fillmore Street, Suite 415
San Francisco, California 94115

(415) 302-1783
fax (415) 520-9990

ptrifari@sanfranciscocuisine.com
patriciatrifari@msn.com

Artwork:

7330 E. Sheridan St.
Scottsdale, AZ 85257

(480) 990-7444
fax (480) 704-4983

artwork@sanfranciscocuisine.com
www.sanfranciscocuisine.com

Thank you,

Patricia Trifari
Publisher
San Francisco Cuisine

You can use this list as a personal checklist if necessary. After all the forms (that apply to your winery) have been completed, please return the information sheet to San Francisco Cuisine. Be sure to save a copy for your records.

Winery Items

- Information Forms**
Be sure to fill out both pages of the Winery Information Form.
- Winery Logo**
Submit a high resolution or vector format restaurant logo. The resolution needs to be at least 300 dpi at 3 inches tall or wide and saved as a eps, tiff, or jpeg.
- Winery Description**
A 75 word or less description of the winery. If longer, please will be less space for the menu items. Please, NO publisher files.
- Winemaker Quote & Photo**
A brief quote and a casual photo of your winemaker. This images need to be at least 300 dpi at 3" tall or wide and saved as a eps, tiff, or jpeg file.
- Awards**
Submit any awards that the winery has won, along with reviews and/or quotes.
- Additional Photos and Artwork**
These images need to be at least 300 dpi at 3" tall or wide and saved as a eps, tiff, or jpeg file. These include exterior, interior, estate, tasting room, wines and cellar photos of your choice. They will be placed in the book, online or both.

Website Items

- Online Profile**
All of the information used to create the winery pages is the same information that will be used to create your online profile.
- Additional items needed:**
 - **Winemaker biography, casual winemaker photo.**
A brief description along with a casual photo of the winemaker.
 - **Miscellaneous Photos.** If no photos were submitted for the book, at least one photo is required for the website.

Four Color Ad Specifications

Full Page Specifications

Live image area:	8.5" wide x 11.5 tall
Trim size:	9" wide x 12" tall
Bleed size:	9.375" wide x 12.375" tall

- All color ads must have a bleed of .1875" if artwork is to flow off the edge of the page. Please include crop marks.
- Only PDF, EPS, Tiff, InDesign (CS5) or Quark 7 files will be accepted. All images and typefaces used (where applicable) must be included.
- All submissions must have a resolution of 300 dpi.
- For ads that will be on the inside covers and first right facing page, allot an extra .25" to allow for book binding. This will only effect the one side that fall into the gutter (spine).

1/4 or 1/2 page ads (Optional)

If you have purchased a full page winery montage page and would like to include a 1/4 or 1/2 page ad on that page, please create the ad to these dimensions.

1/4 pg ad (no bleeds)	4.125" wide x 5.625" tall
1/2 pg ad (no bleeds)	8.25" wide x 5.625" tall

Photos and Artwork

If San Francisco Cuisine will be designing your business' ad, submit only high resolution photos and artwork. Send files to artwork@sanfranciscocuisine.com, for files larger than 5MB please use www.yousendit.com.

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Please Print Clearly

The information you fill in below will appear on the listing page.
Complete all that is applicable.

Contact Information

■ **Contact** (Person who will be responsible for proofing)

■ **Contact Phone**

(_____) _____

■ **Contact Fax**

(_____) _____

■ **Contact E-mail**

Restaurant Information

■ **Winery Name** (As it should print)

■ **Winery Address** (Include city and zip code)

■ **Winery Phone** (Include area code)

(_____) _____

■ **Winery Fax** (Will not appear in book)

(_____) _____

■ **Winery Website**

■ **Winery Hours**

Winemaker Information

■ **Name of Winemaker**

■ **Winemaker E-mail** (Will not print in book)

■ **Name of Owner** (Optional)

Winery Details

■ **Additional Services**

- | | |
|--|---|
| <input type="checkbox"/> Wine Club | <input type="checkbox"/> Tasting Room |
| <input type="checkbox"/> Private Parties | <input type="checkbox"/> On-Site Catering |
| <input type="checkbox"/> Lodging | <input type="checkbox"/> Other: |

■ **Tasting Room**

- Scheduled Hours for Tasting
 Tasting by Appointment

■ **Sales**

- Scheduled Hours for Sales
 Sales by Appointment

■ **Tours**

- Scheduled Tours
 Private Tours
 Tours by Appointment

List Any Awards Received

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