

Information on Linking and Maximizing Content

Maximize the Content utilizing different options:

- ***Immediate Solution=***
 - Option 1= Website Link
- ***Customized solutions=***
 - Option 2= Custom Web Page
 - Option 3= Newsletters/ Emails

Linking Content is Quick & Easy!

Visit www.gallowebcentral.com :

Directions:

- Go to www.gallowebcentral.com to access site
- All buttons are hyperlinks to microsites
- Copy and paste the HTML snippet into your website to insert the “button” directly into your page.

WINE TYPES

WINE WEB CENTRAL > TRADE TOOLS > WINE TYPES

Click on a button to view information about the various wine types. Click the "View Code" button to view source code you can copy & paste to incorporate this information into your website.

```
<a href="http://www.win  
ewebcentral.com/alba  
rino/"><img  
src="http://www.wine  
webcentral.com/image  
s/bt_albarino.jpg"
```

Chardonnay

Taste Pair Recipes

Option 1- How to Maximize this Content:

Immediate Solution = embed “buttons” into your site



Directions=

- Copy and paste html snippet into your website, using format that works with your website
- Immediately provide consumers with wine education information

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Option 2- How to Maximize this Content:

Customized Solution = create a web page to house microsities

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Directions:

- Designate a custom page, solely for wine education
- Create new graphics, with your website's custom look and feel that links to our microsities for the content



Option 3- How to Maximize this Content:

Customized Solution = utilize microsites in newsletters/e-mails

Embed buttons into Newsletters

max.com/

90+ WINE SPECTATOR WINES!
Up to \$10, \$10 to \$20, \$20 to \$30, \$30 to \$50, Over \$50

BENNY'S PICKS
My personal favorites!
GO»

Featured Winery
Benny Recommends the Mirassou Pinot Noir at only **\$7.99**.
Click here to

BEST BUYS
Benny's Bargain Basket: New Items Each Week!

Cockburns 97.750ml	Sale \$65.93
La Jota Cabernet Mm 98.750ml	Sale \$39.99
Warre's Port 1997 750ml	Sale \$59.93
Fonseca 1997 750ml	Sale \$85.99
Jadot Pommard Ecuote 750ml	Sale \$58.99

[more](#)

Relentless Merlot 2002

Benny & Rusty Staub Team Up To Bring You This Homerun Wine. On Sale Now at **\$40.00**

Use the microsites to reach your consumers at home:

Targeted Communication



On-line Component



In-store Event

Directions:

•Right-click on buttons to COPY them; then right-click to PASTE them into your website

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