

Dear Advertiser,

Thanks very much for your interest in *Market Watch*. Enclosed please find a media kit with complete advertising information.

Published seven (7) times per year, *Market Watch* covers the off-premise and on-premise accounts that count: high volume chains and independents in both open and control states.

The magazine is the drinks industry's #1 source for business information. Each issue is packed with insightful analysis, the latest trends, new products and extensive data on brands and companies from the company's exclusive *Impact Databank*.

If you need more information, call me or Tiffany Kendall, Advertising Manager, at (212) 684-4224; or fax (212) 779-3334. Dana Pellegrini, West Coast Account Manager at (707) 942-8824; or fax (707) 942-8844 (fax).

Sincerely,



Diane Leech
Vice President/Associate Publisher



MISSION STATEMENT

Market Watch is the primary resource for business information for the drinks industry, providing extensive analysis of industry trends, data, statistics, on- and off-premise operations, as well as coverage of business strategies, merchandising promotion and wholesale news.

As the link between the supplier and trade, *Market Watch* has a major influence on the degree to which the retailer understands, respects and acknowledges product in today's competitive and volatile business environment.

Open state retailers and control state personnel are more responsive than ever to direct brand communications. The trade tier is openly seeking assertive actions on the part of suppliers.

The time to establish effect and continuing rapport with the trade is now!



WHAT DOES MARKET WATCH OFFER ME?

CONSIDER ...

- *Market Watch* is the voice of the industry, providing crucial information to your customers (on-premise and off-premise) so they can aggressively promote and sell alcoholic beverages.
- *Market Watch* maintains a constant, active presence at all industry functions (including WSWA, NABCA, NRA, ABL, NBWA and the Wine & Spirits Guild).
- *Market Watch* gives you 170,000 buyers 7(x) a year who request and read each issue!
- *Market Watch* readers offer enormous purchasing power: on-premise beverage sales average \$1.6 million per outlet annually; off-premise average is \$1.8 million!
- *Market Watch* is the industry's number one source for business information!



PRODUCTION SPECIFICATIONS

GENERAL ADVERTISING SPECIFICATIONS

In keeping with industry standards regarding digital ad delivery, M. Shanken Communications is now promoting PDF/X-1a as the preferred submission format for all advertising files. In order to streamline and improve the quality of the production process, we will no longer be accepting files formatted in their native application (such as Quark Xpress and Adobe Illustrator). By moving away from an open ended, application-based ad submission policy toward a standards-based submission policy, we believe that the quality of ad reproduction will be enhanced. We strongly encourage all advertisers to become familiar with the PDF/X standard. For more information regarding these file formats and for a list of software vendors and service bureaus that support them, visit <http://www.ddap.org> or <http://www.swop.org>.

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- PDF/X-1a file saved on a 100 MB Zip or CD-ROM. Only one ad per file.
- All High-resolution images and fonts must be included when the PDF/X-1a file is saved.
- Only use Type 1 Fonts – No TrueType fonts or font substitutions.
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP/TR001 color environment.
- Total Area Coverage for CMYK color builds should not exceed 300%.
- No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- All required image trapping must be included in the file(s).

PROOFING SPECIFICATIONS

All material submitted to M. Shanken Communications should be accompanied by at least two proofs made from the final file. This proof should be generated using a SWOP certified proofing system as indicated in the manufacturer's SWOP Application Data Sheet. Proofs that are not generated using a SWOP certified proofing system or that do not meet SWOP specifications will not be used as color guidance. In the event that material is submitted without a SWOP certified proof, the advertiser forfeits the right to challenge final color accuracy. For the current list of SWOP certified proofing systems and the complete SWOP specifications visit <http://www.swop.org>.

All proofs must contain color control bars in order to be considered an acceptable SWOP proof. All color control bars should have the following characteristics:

- Solid patches with tint values of 25%, 50% and 75% of each of the primary colors (CMYK) along with two-color overprints (CM, CY, MY) in the same 25%, 50% and 75% tint values are required. Additional tint value areas such as 1%, 2%, 3%, 5% and 95%, 97%, 98%, 99% are strongly recommended.
- A gray balance bar must be included on the proof designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions.
- The three-color gray balance portion of the color bar should have the following values:

Black	Cyan	Magenta	Yellow
75%=	75%	63%	63%
50%=	50%	39%	39%
25%=	25%	16%	16%



PRODUCTION SPECIFICATIONS con't

Color bars meeting these requirements can be downloaded for free at <http://www.swop.org/downloads.html>.

All proofing should be done on 60# No. 5 grade stock (72 TAPPI Brightness). The paper may be a coated groundwood stock or a sheet coated to simulate the appearance of such a groundwood stock.

PROOF INFORMATION

The proof should be accompanied by a cover sheet or label which includes the name, address and phone number of the prepress service supplier and, if possible, the name of the person or persons who should be contacted in case of a problem. This label should also have the name of the SWOP-certified proofing system used to generate the proof. Proofs can change over time. They should be dated and not used if it is known that a change in appearance has occurred. (e.g., exposure to light, over time, will affect the color accuracy of a proof.)

Proofs should not be stapled or otherwise damaged in any area that might interfere with the densitometer reading of the color bars.

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PUBLICATION SERVICES

All advertising must be supplied at correct size. Any ad requiring typesetting, camera, art/layout or photo work must be supplied two weeks before closing date. Charges will be quoted upon request.

Note: Any ad, less than full page size, that is not bordered, may be enclosed with a hairline or 1 point rule at the discretion of the production department.

SHIPPING

All production material should be sent to:

Advertising Services Department

Market Watch

387 Park Avenue South, New York, NY 10016

Fax: (212) 779-3334

AD SIZES

	Width	Height
Publication Trim Size	8 1/4"	11"
Bleed Size	8 1/2"	11 1/4"
Non-Bleed Size	7"	10"
Safety	8"	10 3/4" (1/8" from trim)
Bleed Spread Size	17"	11 1/4"



INSERTION ORDER

FAX TO: 212-779-3334

Date: _____ Sales Rep: _____

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Brand Name: _____

AD MATERIALS: _____

☐ New ☐ Pick-up _____

Ad Caption (if applicable): _____

AD SIZE/SPACE:

☐ Full Page ☐ Spread ☐ 1/2 Page ☐ 1/3 Page/Vertical or Horizontal

COLOR:

☐ 4 Color ☐ 2 Color ☐ B&W

**Send Ad Materials to: Betty Chang 387 Park Avenue So. – 6th Floor NY, NY 10016

ISSUE DATE(S):

☐ March '08 ☐ April '08 ☐ May/June '08 ☐ July/Aug. '08
☐ Sept. '08 ☐ Oct. '08 ☐ Nov/Dec. '08 ☐ Leaders 2008

BILL TO: _____

City _____ State _____ Zip _____

Phone #: _____ Fax #: _____

Cost: Gross _____ Net _____

Signature: _____ Title: _____ Date: _____