

SHANKEN NEWS *Daily*

2015 Rate Card
Effective June 2015

Trust the Experts:

Shanken News Daily is a mobile-friendly, daily email news service covering the spirits, wine and beer business. Each morning, the editors of *Impact*, the most trusted source for expert intelligence, releases important industry data on trends in the worldwide drinks market, including up-to-the-minute global news, essential data and trend information, interviews with key executives, in-depth new stories, and much more...

Targeted, Engaged Audience:

Targeted Audience: *Shanken News Daily* is read by the multi-billion-dollar beverage alcohol industry: Chain and Independent Retailers, Restaurateurs, Distributors and Sales Representatives, Suppliers, Media and other allied fields.

Engaged Audience: 40,000+ 100% opt-in subscribers who rely on *Shanken News Daily* each morning to keep current with industry news.

In a recent survey, here's what our readers had to say:

- Cutting-edge information, keep up the good news!
- Getting timely news that is impactful to my business is the main reason I read *Shanken News Daily*.
- Continue the great job, very informative. I read it daily.

Reach & Influence:

Advertising in *Shanken News Daily* puts your ad in front of the beverage alcohol decision makers.

Advertisement can include:

- Trade Tastings
- Brand Accolades
- Brand Messages
- Industry News
- New Product Launches
- Retailer/Restaurant Programs

ADVERTISING RATES (NET)

June through December 1, 2015:

Frequency:

| 1x | 12x | 12x | 24x |
|---------|---------|---------|---------|
| \$5,500 | \$4,500 | \$4,000 | \$3,750 |

After December 1, 2015:

Frequency:

| 1x | 12x | 12x | 24x |
|---------|---------|---------|---------|
| \$6,000 | \$5,000 | \$4,500 | \$4,000 |



RESERVE EARLY. LIMITED AVAILABILITY.

Don't Miss the Opportunity to Advertise to 40,000+ Opt-in Subscribers.

Stephen Senatore • 212-684-4847 • ssenatore@mshanken.com



insertion order

Date: _____ SalesRep: _____

Advertiser / Company Name: _____

Brand Name: _____

Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

AD MATERIALS:

Size: 300 x 250, 40K File; If ad loops, design with continuous loop

Accept GIF or JPG Only

Link URL: _____

DELIVERY OF AD MATERIALS: **Tara Scudder, tscudder@mshanken.com**

ISSUE DATE: _____

COMMENTS: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Space Cost Per Insertion: _____

Signature: _____

Title: _____ Date: _____

Please sign and send to Stephen Senatore: (212) 779-3383 • ssenatore@mshanken.com