

# IMPACT

## **IMPACT MISSION STATEMENT:**

IMPACT Newsletter is the industry's #1 source for data, trends, and analysis. Recognized worldwide, IMPACT delivers exclusive data, analysis and news to industry subscribers.

- Global distribution to executives in all sectors of the drinks industry
- Readership of 25,000
- Frequency rate of 16 issues annually
- Content includes:
  - Ranking and analysis of suppliers, brands, and distributors
  - Coverage of global markets and trends
  - Interviews with key industry executives
  - Global spirits, wine and beer news
  - Impact Seminar Coverage
  - Impact Hot Brand Awards
  - Impact Blue Chip Brand Awards
  - Impact Hot Prospects Awards
  - Company, brand and market profiles

## 2014 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
<i>January 1 &amp; 15</i>	• <i>Top 25 U.S. Spirits</i>	<i>December 30</i>	<i>January 3</i>
<i>February 1 &amp; 15</i>	• <i>Top 100 Spirit Brands Worldwide</i>	<i>February 3</i>	<i>February 6</i>
<b>March 1 &amp; 15</b> (Impact Seminar 3/20)	• <b>Hot Brands</b> • <b>Top 100 By Value</b>	<b>February 28</b>	<b>March 4</b>
<b>April 1 &amp; 15</b> (WSWA 4/8-4/10)	• <b>Top 10 Spirits &amp; Wine Distributors</b> • <b>Imported Vodka</b>	<b>March 17</b>	<b>March 20</b>
<b>May 1</b>	• <b>Imported wine report</b> • <b>U.S. on-premise overview</b>	<b>April 7</b>	<b>April 10</b>
<b>May 15</b> (NABCA 5/19-5/22)	• <b>Tequila Report</b> • <b>Control State update</b>	<b>April 28</b>	<b>May 1</b>
<i>June 1 &amp; 15</i>	• <i>Champagne / Sparkling Wine</i> • <i>Port</i>	<i>May 26</i>	<i>May 29</i>
<i>July 1</i>	• <i>Rum</i> • <i>U.S. Beer</i>	<i>June 13</i>	<i>June 18</i>
<i>July 15</i>	• <i>Global vodka market</i> • <i>Russia overview</i>	<i>July 1</i>	<i>July 3</i>
<i>August 1 &amp; 15</i>	• <i>China overview</i> • <i>New product update</i>	<i>July 26</i>	<i>July 30</i>
<i>September 1 &amp; 15</i>	• <i>Top Spirits Companies</i> • <i>Hot Prospects</i>	<i>August 19</i>	<i>August 22</i>
<b>October 1</b> (NBWA 9/28-10/1)	• <b>World Beer Report</b> • <b>Beer Wholesaler Update</b> • <b>Flavored spirits update</b> • <b>Blue Chip Brands</b>	<b>September 8</b>	<b>September 12</b>
<b>October 15 &amp; November 1</b> (TFWA 10/21-10/26)	• <b>Travel Retail report</b> • <b>Scotch/Single Malt</b> • <b>Cognac update</b>	<b>September 29</b>	<b>October 2</b>
<i>November 15</i>	• <i>Bourbon</i> • <i>Irish whiskey</i> • <i>Canadian whisky</i>	<i>October 24</i>	<i>October 28</i>
<i>December 1</i>	• <i>Gin</i> • <i>U.K. market report</i>	<i>November 14</i>	<i>November 19</i>
<i>December 15</i>	• <i>Liqueurs Market</i> • <i>Australia overview</i>	<i>December 1</i>	<i>December 5</i>

- Issues in italics are double-issues
- Issues in bold feature bonus distribution at trade shows

# IMPACT

## **ADVERTISING RATE CARD**

Effective January 1, 2014

<b>FREQUENCY</b>	<b>1X</b>	<b>6X</b>	<b>12X</b>	<b>18X</b>
<b>FOUR COLOR</b>				
FULL PAGE	\$8,105	\$7,865	\$7,540	\$7,140
2/3 PAGE (VERTICAL)	\$6,080	\$5,895	\$5,650	\$5,345
1/2 PAGE	\$5,270	\$5,110	\$4,900	\$4,640
1/3 PAGE (VERTICAL)	\$3,650	\$3,540	\$3,395	\$3,215

### **BLACK & WHITE**

FULL PAGE	\$6,080	\$5,900	\$5,655	\$5,350
2/3 PAGE (VERTICAL)	\$4,560	\$4,425	\$4,240	\$4,010
1/2 PAGE	\$3,955	\$3,830	\$3,670	\$3,475
1/3 PAGE (VERTICAL)	\$2,735	\$2,650	\$2,540	\$2,405

### **SPECIAL POSITIONING PREMIUMS**

2ND COVER/PAGE ONE SPREAD	20%
2ND COVER	20%
3RD COVER	10%
4TH COVER	25%

### **NOTES**

- Agency Commission – 15%; 2% Cash Discount – Not Available
- 2 Color – 20% premium above earned black and white rate.

# IMPACT

## INSERTION ORDER

Fax To: 212-779-3334

Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Brand Name: \_\_\_\_\_

Ad Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

### AD MATERIALS:

☐ New ☐ Pick-up \_\_\_\_\_

**DELIVERY OF AD MATERIALS:** Digital files uploaded to our ad portal: <http://mshanken.SendMyAd.com>  
(uploading information available on site)

### AD SIZE/ SPACE:

☐ Spread ☐ Full Page ☐ 1/2 Page ☐ 1/3 Page Vertical ☐ 1/3 Page Square

### COLOR:

☐ 4 Color ☐ 2 Color ☐ B&W

### ISSUE DATE(S):

<input type="checkbox"/> Jan. 1 & 15, 2014	<input type="checkbox"/> Feb. 1 & 15, 2014	<input type="checkbox"/> March 1 & 15, 2014	<input type="checkbox"/> April 1 & 15, 2014
<input type="checkbox"/> May 1, 2014	<input type="checkbox"/> May 15, 2014	<input type="checkbox"/> June 1 & 15, 2014	<input type="checkbox"/> July 1, 2014
<input type="checkbox"/> July 15, 2014	<input type="checkbox"/> Aug. 1 & 15, 2014	<input type="checkbox"/> Sept. 1 & 15, 2014	<input type="checkbox"/> Oct. 1, 2014
<input type="checkbox"/> Oct. 15 & Nov. 1, 2014	<input type="checkbox"/> Nov. 15, 2014	<input type="checkbox"/> Dec. 1, 2014	<input type="checkbox"/> Dec. 15, 2014

**AD POSITION:** \_\_\_\_\_

### BILL TO:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Space Cost Per Insertion: Gross \_\_\_\_\_ Net: \_\_\_\_\_

Signature: \_\_\_\_\_

## PRODUCTION SPECIFICATIONS

### Printing Specifications

Web Offset (SWOP)

Binding: Saddle Stitch

Publication Trim Size: 8 1/2" x 11"

### Digital File Specifications

#### PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

### Delivery of Material

Digital files uploaded to our ad portal:  
<http://mshanken.SendMyAd.com>  
(uploading information available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

### Mechanical Specifications

#### Full Page:

Trim	8 1/2" x 11" (216mm x 279mm)
Bleed Size	8 3/4" x 11 1/4" (219mm x 286mm)
Non-Bleed Size	7" x 10" (178mm x 245mm)

*\* All live matter must be 1/4" (6.35mm) from trim on all sides*

#### Spread:

Trim	17" x 11" (432mm x 279mm)
Bleed Size	17 1/2" x 11 1/4" (438mm x 286mm)
Non-Bleed Size	14" x 10" (356mm x 245mm)

*\* 1/4" (6.35mm) gutter safety for spreads*

#### Fractionals:

2/3 Page	4 3/4" x 9 3/4" (121mm x 247mm)
1/2 pg. Vert. Bleed	4 1/2" x 11 1/4" (115mm x 286mm)
1/2 pg. Horiz. Bleed	8 3/4" x 5 3/4" (219mm x 147mm)
1/3 pg. Vert. Non-Bleed	2 1/4" x 9 3/4" (57mm x 247mm)

*Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the Production Department.*

### For Further Information

Go to [www.mshanken.com](http://www.mshanken.com), or contact:

Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
TEL: 212-481-8610 x344

Carolyn Plouffé  
[cplouffe@mshanken.com](mailto:cplouffe@mshanken.com)  
TEL: 212-481-8610 x365

## COPY AND CONTRACT REQUIREMENTS

1. The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
4. All rates and units of space are subject to change on 30 days' notice.
5. Orders for specific units of space and dates of insertions are necessary.
6. Orders specifying positions are accepted on request basis only.
7. The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
9. Conditional orders are not accepted by the Publisher.
10. Cancellation or changes in orders not accepted after closing date.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
12. Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
15. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
16. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
17. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
18. As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.

# SHANKEN NEWS *Daily*

2014 Rate Card  
Effective June 2014

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

## INTRODUCTORY ADVERTISING RATES (NET)

### Frequency:

1x	6x	12x	24x
\$5,000	\$4,000	\$3,500	\$3,250



**RESERVE EARLY. LIMITED AVAILABILITY.**

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

**Stephen Senatore • 212-481-8610 x668 • [ssenatore@mshanken.com](mailto: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, 30K File; If ad loops, design with continuous loop

Accept GIF or JPG Only

Link URL: \_\_\_\_\_

DELIVERY OF AD MATERIALS: **Melanie Sayed, msayed@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) 779-3334 • ssenatore@mshanken.com**