

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: **1**x 6x **12**x 24x \$4,500 \$4,000 \$5,500 \$3,750 After December 1, 2015: Frequency: **12**x 24x **1**x 6x \$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.



insertion order

Date:	SalesRep:		
Advertiser / Company Name:			
Brand Name:			
Contact:	E-ma	ail:	
Address:			
City:	State	»:	_ Zip:
	ad loops, design with continu	ous loop	
Accept GIF or JPG Only			
Link URL:			
DELIVERY OF AD MATERIALS	: Tara Scudder, tscudder@ms	shanken.com	
ISSUE DATE:			
COMMENTS:			
BILL TO:			
Address:			
City:	State	e:	_ Zip:
Phone #:	Fax #	‡:	
Space Cost Per Insertion:			
Signature:			
Title:		Date:	