

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

2017 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
January 1 & 15	<ul style="list-style-type: none"> • Top 25 U.S. Spirits 	January 3	January 6
February 1 & 15	<ul style="list-style-type: none"> • Bourbon 	February 1	February 6
March 1 & 15 (IM Seminar-3/9)	<ul style="list-style-type: none"> • “Hot Brands”: Spirits and Wine • Top 100 Spirits Brands Worldwide 	February 21	February 23
April 1 & 15 (WSWA - 4/18-21)	<ul style="list-style-type: none"> • Top 10 Spirits & Wine Distributors • Global vodka update 	March 24	March 30
May 1	<ul style="list-style-type: none"> • Imported wine report • Top 100 Brands Worldwide By Value 	April 14	April 18
May 15 (NABCA-5/22-25)	<ul style="list-style-type: none"> • Tequila report • Control State update 	May 1	May 4
June 1 & 15 (VINEXPO-6/18-21)	<ul style="list-style-type: none"> • Champagne • Sparkling wine • Flavored whiskey in U.S. 	May 22	May 26
July 1	<ul style="list-style-type: none"> • Beer “Hot Brands” • Rum • U.S. Beer 	June 14	June 19
July 15	<ul style="list-style-type: none"> • U.S. Vodka Report & Analysis • New product update 	July 3	July 7
August 1 & 15	<ul style="list-style-type: none"> • Top 20 premium-plus wines in U.S. • China overview 	July 26	July 28
September 1 & 15	<ul style="list-style-type: none"> • Top Spirits Companies • Hot Prospects 	August 15	August 18
October 1 (TFWA-10/1-6)	<ul style="list-style-type: none"> • Travel Retail report • Scotch/Single Malt • Cognac update 	September 1	September 7
October 15 (NBWA-10/8-11)	<ul style="list-style-type: none"> • World Beer Report • Beer Wholesaler Update • Blue Chip Brands 	September 19	September 22
November 1	<ul style="list-style-type: none"> • Irish whiskey • Canadian Whisky 	October 10	October 13
November 15	<ul style="list-style-type: none"> • Gin • Craft spirits update 	October 27	November 1
December 1 & 15	<ul style="list-style-type: none"> • Liqueurs • India market report 	November 22	November 29

• Issues in bold feature bonus distribution at trade shows

IMPACT

INSERTION ORDER

Fax To: 212-937-4677

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):

Jan. 1 & 15, 2017 Feb. 1 & 15, 2017 March 1 & 15, 2017 April 1 & 15, 2017
 May 1, 2017 May 15, 2017 June 1 & 15, 2017 July 1, 2017
 July 15, 2017 Aug. 1 & 15, 2017 Sept. 1 & 15, 2017 Oct. 1, 2017
 Oct. 15, 2017 Nov. 1, 2017 Nov. 15, 2017 Dec. 1 & 15, 2017

AD POSITION: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Space Cost Per Insertion: Gross _____ Net: _____

Signature: _____

IMPACT

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, or contact:

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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.