

MARKET WATCH EDITORIAL MISSION:

Market Watch serves the information needs of the on-premise and off-premise markets for spirits, wine and beer. Our readers are America's most successful on-premise operators and retail stores who look to MARKET WATCH for unique industry trends and information.

MARKET WATCH with 30-plus years experience stands alone as the authoritative source of trends and usable information for our readers and your customers.

MARKET WATCH is the only trade magazine focusing solely on the interests and needs of on-premise operators and off-premise retailers ten times each year. MARKET WATCH offers a balance of editorial that covers every aspect of the business including:

- Detailed industry news coverage of the on-premise and off-premise markets
- Cutting edge market trends to inform on-premise operators and retailers
- The latest and hottest restaurant openings coast to coast
- Nightclub and bar openings
- Covering retail stores and their expansion
- New product introductions
- On-premise and off-premise business profiles
- The new buzz at the bar
- What's happening in the wine market today
- Beer market coverage

WHAT DOES MARKET WATCH OFFER ME?

CONSIDER...

- MARKET WATCH is the voice of the industry, providing crucial trend and market 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, Nightclub & Bar, NBWA and the Wine & Spirits Guild).
- MARKET WATCH gives you 50,000+ buyers (125,000+ with pass along readership, Harvey Research Study) 11 times 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!

WHY MARKET WATCH?

An advertising investment in MARKET WATCH enhances your brand image, introduces your product to decision makers, covers both the on-premise and off-premise markets, and delivers a huge return! Here's how...

MARKET WATCH EDITORIAL:

- **MARKET WATCH** is the one stop information source for off-premise retailers and on-premise operators. It delivers useful market trends and analysis for everyday use by retailers.
- **Engaging Content.** More than half read New Product Watch (72.5%) on a regular basis, followed by Spirit Category Features (63%), Wine Files (63%), Beer Watch (60.7%) and Mixology (55.3%).

THE MARKET WATCH READER

MARKET WATCH reaches over 50,000 presidents and owners, F&B directors, store managers, general managers and directors of retail stores and on-premise outlets across the nation. MARKET WATCH is uniquely positioned to reach independent retailers, chain retailers, independent on-premise operators, and on-premise chain operations.

Despite their diverse demographics, MARKET WATCH readers share some "typical" traits which are anything but typical:

- **Power in Purchasing Decisions.** 88% of MARKET WATCH readers are responsible for their establishment's spirits purchasing decisions, 96% in wine, and 90% in beer.
- **Power in Menu Decisions.** 86% are responsible for developing or influencing the addition of new items to their establishment's drink menu, and 88% influence the brands of spirits, wine and/or beer, their organization carries.
- **Qualified Readers.** MARKET WATCH circulation is 100% qualified readership (BPA). With 50,000+ subscribers and a pass-along of 125,000+.
- **Time Invested in MARKET WATCH.** 100% of our readers have read the last 3 of our 4 issues and they spend an average of 37 minutes with each issue.
- **Take Action.** Nearly all (97%) of our readers have bought or recommended products in the last 12 months as a result of an article or advertisement seen in Market Watch.
- **Unique Audience Not Found Elsewhere.** Over 66% of our subscribers do not read other competitive trade magazines.

JANUARY/ FEBRUARY

WSWA | Jan 29-Feb 2 | Caesar's Las Vegas

- Spirits Feature: Craft Spirits Update
- Wine Feature: California (+Oregon +Washington)
- New Packaging Moves
- Company Profile: Tilray's beer and spirits division
- Mixology: Low/No-ABV Cocktails
- On-Premise Profile: Trader Vic's
- Retailer Profile: Brown Jug, Alaska
- Beer Feature: Non-Alcohol Beers
- Cocktail Hour: Kassady Wiggins, beverage director, Joyce in Los Angeles
- Bar Talk: Robot Bartenders
- Beer Buzz: Beer Singles
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

MARCH: Vodka

- Spirits Feature: Gin
- Spirits Feature: Vodka
- Wine Feature: Succession, California Style (multigenerational owners)
- Trend Feature: Non-alcohol bottle shops
- Company/Brand Profile: Finish Long Drink
- Mixology: Irish Whiskey
- On Premise Profile: TBD
- Retailer Profile: Broudy's, Florida
- Cocktail Hour: Francisco "Paco" Miranda, head mixologist, Tablé in Miami
- Bar Talk: Bartender Most-Heard Call Brands
- Beer Buzz: Retailer Owned Beers (Proprietary Labels)
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

APRIL: Spirits & Wine Hot Brand Awards

- Spirits & Wine Hot Brands
- Spirits Feature: Flavored Whiskies
- Riboli Family Profile
- Wine Feature: California's Wellness Wines
- Retailer Profile: Web retailers, ReserveBar, Seelbach's, Wine.com et al.
- Mixology: Old Fashioned Traditional vs New
- On Premise Profile: TBD
- Retailer Profile: Oliver's Markets, Sonoma, CA
- Cocktail Hour: Seth Freidus, owner, Good Company
- Bar Talk: Pouring Wine at the Bar
- Beer Buzz: Small-sized beer cans
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

MAY: Control States/NABCA

NABCA Annual Convention | May 20-23

- Spirits Feature: Rum
- Wine Feature: Oregon Wine
- Control State Roundup
- Beer Feature: The latest on FMB's
- On Premise Profile: TBD
- Retailer Profile: Total Wine & More
- Cocktail Hour: Ali Martin, beverage director, Atelier in Chicago
- Mixology: Tequila/Agave Spirits
- Bar Talk
- Beer Buzz: Beer brands for Brunch
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

JUNE

- Spirits Feature: Mezcal
- Spirits Feature: Italian bitters
- Wine Feature: Rosé Report
- Feature: RTD Spirits
- Wine Feature Offerings at Sports Stadiums
- Mixology: Tiki
- On Premise Profile: TBD
- Retailer Profile: The Urban Grape, Boston
- Cocktail Hour: Nicolas Torres, co-owner & bar director, True Laurel in San Francisco
- Bar Talk
- Beer Buzz: Cheladas
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

JULY-AUGUST: Tequila

- Spirits Feature: Tequila
- Wine Feature: Upgraded Wine Offerings at Pro Sports Stadiums
- Trend Feature: RTS Spirits
- Trend Feature: TBD
- Mixology: Rum
- On Premise Profile: TBD
- Retailer Profile: Spec's, Texas
- Cocktail Hour: Mickey Mullins, beverage director, The Bower and Bower Bar in New Orleans
- Bar Talk
- Beer Buzz: Beer and Casinos, a winning combo
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

LEADERS: ANNUAL RETAIL AWARDS

- Profiles of Six Leaders, Two Alumni Winners and The Retailer of the Year. The Publication honors the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retail, wholesaler and supplier executives.
- **Special Bonus Distribution: Leaders 2024 Banquet**

SEPTEMBER: Whisky

- Spirits Feature: Bourbon
- Spirits Feature: Irish whiskey
- Wine Feature: Chile
- Beer Feature: Boston Beer-Dogfish Head Merger 5 Years On
- Mixology: Zero Waste Cocktails
- Feature: Aged Rum
- Beer Hot Brands
- Retailer Profile: Friar Tuck Beverage
- Cocktail Hour: Rick Margaritov, owner of Present Tense in Nashville
- Bar Talk
- Beer Buzz
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

OCTOBER: Spirits and Wine Hot Prospect Brand Awards

NBWA | Date TBD

NY Wine Experience | Oct 17-19, 2024 | Marriott Marquis, New York

- Spirits and Wine Hot Prospects
- Spirits Feature: Single Malt Scotch
- Spirits Feature: Blended Scotch
- Wine Feature: Argentina
- Trend Feature: TBD
- Cocktail Hour: Izzy Tulloch, Head Bartender at Milady's in NYC
- Mixology: American Single Malt
- On Premise Profile: TBD
- Retailer Profile: TBD
- Bar Talk
- Beer Buzz
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

NOVEMBER: Holiday

- Spirits Feature: Canadian Whisky
- Wine Feature: Sparkling Wine
- Trend Feature: Blue Chip Brands
- Trend Feature: Holiday Products story
- Mixology: The Martini and its spin-offs
- On Premise Profile: TBD
- Retailer Profile: TBD
- Cocktail Hour: Nicole Giampino, Bar Manager at Platform 18, Phoenix
- Bar Talk
- Beer Buzz
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

DECEMBER: Blue Chip Brand Awards

- Blue Chip Brands
- Spirits Feature: Cognac
- Wine Feature: Champagne
- Trend Feature: Year-End Roundup
- Mixology: Savory cocktails
- On Premise Profile: TBD
- Retailer Profile: TBD
- Cocktail Hour: Alex Bookless, bar director, Albi in Washington, DC
- Bar Talk
- Beer Buzz
- Openings: New Bars and Bar-Oriented Restaurants
- New Products: Latest Brand Rollouts

Hot Themes for 2024...

On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made the company a success.

Leaders

Recognition of the best industry retailers in the country both in store and online.

Hot Brand Awards, Blue Chip Brands & Hot Prospects

These are the industry's most exciting and valued brands, quantified each year by Impact and published in Market Watch.

On-Premise & Off-Premise Profiles

A look at what your customers are doing with their stores and operations to maintain and enhance the customers' experience.

Appearing in every issue...

MRS Editorial

Letter from Marvin R. Shanken, the Chairman of M. Shanken Communications

Sommelier Spotlight

A profile of a notable sommelier and details about his or her wine program

Bar Talk

The latest bar trends, promotion, technology and more

Show Window

News on expansion and innovative marketing from retail stores nationwide

Nightclub & Bar Openings

The hottest openings of clubs and bars around the country

News

All the news that's fit to print

Beer Buzz

What's new and happening in the beer category

Brand Watch

An in depth look at the performance of notable brands in the market

Events

Photographs and captions from the latest industry and celebrity events

Through the Glass

News about retailers, on- and off-premise operators, supplier brands and more...

Mixology

The latest cocktail trends

Wine Features

A look at the trends and innovation in the wine category

New Products

Information on the new products and how to get them

Restaurant Openings

The latest culinary openings, and what their beverage offerings look like

Cocktail Hour

A bar/bartender profile and the venue's signature drinks

2024 CLOSING DATES

January/February

Space Closing: Jan 8
Materials Due: Jan 12

March

Space Closing: Jan 28
Materials Due: Feb 5

April

Space Closing: Feb 29
Materials Due: March 7

May

Space Closing: March 30
Materials Due: April 6

June

Space Closing: April 29
Materials Due: May 6

July/August

Space Closing: June 10
Materials Due: June 14

September

Space Close: July 29
Material Close: Aug 5

Leaders

Space Close Aug 8
Material Close: Aug 15

October

Space Closing: Sept 9
Materials Due: Sept 12

November

Space Closing: Oct 4
Materials Due: Oct 9

December

Space Closing: Nov 4
Materials Due: Nov 8

ADVERTISING INFORMATION 2024

General Information

Frequency: 11x
Annual Subscription Price: \$60
Average Circulation: 50,679
BPA International: 12/31/19

Advertising Rates

Frequency	1X	4X	10X	20X
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Four Color

Full page	\$22,880	\$22,400	\$21,720	\$20,580
1/2 Page	\$13,720	\$13,460	\$13,080	\$12,360
1/3 Page	\$9,080	\$8,960	\$8,700	\$8,240

Two Color

Full page	\$20,900	\$20,440	\$19,900	\$18,820
1/2 Page	\$12,560	\$12,280	\$11,920	\$11,280
1/3 Page	\$8,340	\$8,200	\$7,940	\$7,520

Black & White

Full page	\$19,820	\$19,120	\$18,790	\$17,780
1/2 Page	\$11,860	\$11,660	\$11,260	\$10,700
1/3 Page	\$7,900	\$7,760	\$7,500	\$7,100

Following in Net:

Leaders:	\$23,320
Regional:	\$10,475
On or off premise:	\$11,288

- Rates for inserts, outserts and belly-bands available upon request.
- Agency commission: 15%

Special Positioning Premiums:

Bleed	15%
2nd Cover/Page 1 (Spread Only)	20%
3rd Cover	10%
4th Cover	25%

Notes:

- An advertiser may change copy within a single issue. Net production charge: \$1,500
- Regional advertising information available upon request.

Discounts

Discounts apply to space run within one year of first insertion. Advertising from various divisions of the same company may be combined for discount purposes.

Advertisers appearing in *Market Watch*, *Wine Spectator* and *Cigar Aficionado* will earn a frequency discount based upon the total combination of insertions in all publications.

Issuance and Closing Dates

Published 11 times a year, in January/February, March, April, May, June, July/August, September, October, November, December, and our annual Leaders edition.

Closing for insertion orders is approximately 6 weeks prior to cover date. Material is due approximately 5 weeks prior to cover date.

Send space reservations to:

Advertising Department
Market Watch
825 Eighth Avenue, 33rd Floor
New York, NY 10019
Fax: (212) 937-4677

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.

PRODUCTION SPECIFICATIONS

Printing

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" 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 1/4" x 11"
Bleed Size	8 1/2" x 11 1/4"
Safety	8" x 10 3/4"
Non-Bleed Size	7" x 10"

**All live matter must be 1/8" from trim on all sides*

Spread:

Trim	16 1/2" x 11"
Bleed	17" x 11 1/4"
Safety	16" x 10 3/4"
Non-Bleed	14" x 10"

**1/4" gutter safety for spreads*

Fractionals:

2/3 Vertical Non-Bleed	4 1/4" x 9 3/4"
2/3 Vertical Bleed	5 1/8" x 11 1/4"
1/2 pg. Vertical Non-Bleed	3 3/8" x 9 3/4"
1/2 pg. Vertical Bleed	4" x 11 1/4"
1/2 pg. Horizontal Non-Bleed	7 1/4" x 5"
1/2 pg. Horizontal Bleed	8 1/2" x 5 3/4"
1/3 pg. Square Non-Bleed	4 1/2" x 4 1/2"
1/3 pg. Square Bleed	5 1/8" x 5 1/2"
1/3 pg. Vertical Non-Bleed	2 1/4" x 9 3/4"
1/3 pg. Vertical Bleed	3" x 11 1/4"

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 mshanken.com, or contact:

Stephen Senatore – SVP, Spirits
ssenatore@mshanken.com
(212) 684-4847

Jody Slone-Spitalnik – Advertising Director, Trade
jspitalnik@mshanken.com
(212) 684-4987 x313

Production:

Lauren Utecht
lutecht@mshanken.com
(212) 481-8610 x335

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

DIGITAL EDITION

MARKET WATCH DEDICATED EMAIL

Overview

Market Watch holds a subscriber list of key trade influencers, wholesalers, buyers, on and off-premise, that have opted-in to receive news updates, event information, and special product launch information from our valued partners. Our Market Watch dedicated partner emails go out to 40,000 trade subscribers per blast.

Rate

\$4,500

SPECS

- Completed HTML File or Hi-Res JPG (all images/logos/copy should be pre-built in)
- 600-640px wide; length varies based on messaging
- File size up to 2MB
- Recommend one URL destination (should be built in if using HTML)
- Subject Line
- Preview Text (optional)
- Sponsor Name
- Competitor logos and/or ratings are subject to publisher approval. Inquire for more information

THE BOTANIST

ISLAY DRY GIN



THE SPIRIT OF COMMUNITY

We at The Botanist Islay Dry Gin believe in the spirit of community.

Bars & restaurants, the centers of our local communities, still need our help. Please join The Botanist and the Independent Restaurant Coalition and support the places we love.



Stay tuned for The Botanist's "The Spirit of Community" campaign premiering at Super Bowl LVI.

[WATCH THE TEASER](#)

Certified Corporation
This company meets the highest standards of social and environmental impact

© 2022 Braichliddich Distillery Co. Limited., The Botanist® Gin, 40% Alc/Vol. Imported by Remy Cointreau USA, Inc., New York, NY. Please Drink Responsibly.

— ESTD 1846 —

Dewar's

INTRODUCING

PORTUGUESE SMOOTH

SCOTCH WHISKY
FINISHED IN PORT CASKS

MADE IN SCOTLAND

8 years

Iconic Whisky Maker Introduces Third Installment in 8YR Cask Finish Series

Introducing Dewar's Portuguese Smooth Blended Scotch Whisky. Crafted from 8-year-old blended Scotch Whisky, double-aged and finished in casks that previously held Ruby Port Wine for pleasantly unexpected indulgence.

Dewar's Portuguese Smooth is an invigorating new blend with notes of apricots, honeydew melon and red cherries all drizzled with heather honey and enveloped in rich, creamy notes of vanilla.

[CONTACT YOUR SALES REP FOR MORE INFORMATION](#)

Enjoy Responsibly. © 2021 Dewar's Blended Scotch Whisky 40% Alc. 81 VOL. Imported by John Dewar & Sons Company, Coral Gables, FL.

WENTE

VINEYARDS

139 YEARS OF FARMING SUSTAINABLY

"From the start, our family set out to invest in future generations. As a fifth-generation sustainable farmer, it is my responsibility to be the best steward of this land and to leave it with a thriving ecosystem for generations to come."

Niki Wente
NIKI WENTE
8TH GENERATION WINEGROWER
DIRECTOR OF VINEYARD OPERATIONS

[LEARN MORE](#)

CERTIFIED CALIFORNIA SUSTAINABLE VINEYARD & WINERY

NEW LABELS HIGHLIGHTING OUR SUSTAINABLE CERTIFICATION

Available now on 2021 Morning Fog Chardonnay

91 POINTS
Wine Spectator

2020
Riva Ranch
Chardonnay

RICH MEDIA FOR MARKET WATCH

Available formats

Animated GIF

Maximum file size: 250KB

Flash Animation

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

Audio Files

Format: MP3 64-128kbps only – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 1 MB

Video Files

Format: MPEG (MPG) only encoded using H264 compression mp4 codec at 640 x 380. No streaming.

Other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 3MB

Pop-Up Text Requirements

Flash Animation

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

Submission

When submitting your files, please specify the following:

- Media type.
- Play option (auto-play or on-click).
- Dimension (H x W).
- Description of where media should be positioned.

For further information of file specifications, please consult <http://www.zinio.com/specs>

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

DIGITAL EDITION

2024 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 8	January 12	February 14
March	January 28	February 5	March 6
April	February 29	March 7	April 1
May	March 30	April 6	May 5
June	April 29	May 6	June 3
July/August	June 10	June 14	July 18
September	July 29	August 5	September 5
Leaders	August 8	August 15	October 3
October	September 9	September 12	October 14
November	October 4	October 9	November 11
December	November 4	November 8	December 9

DIGITAL MEDIA RATES*

Front Cover Video	\$6,000 net
Run a Book Video	\$3,100 net
Pop-Up Text	\$900 net

*Digital Media needs to run in conjunction with print advertising

For Further Information

Go to mshanken.com, or contact:

Stephen Senatore – SVP, Spirits
ssenatore@mshanken.com
(212) 684-4847

Jody Slone-Spitalnik – Advertising
Director, Trade
jspitalnik@mshanken.com
(212) 684-4987 x313

Production:

Lauren Utecht
lutecht@mshanken.com
(212) 481-8610 x335

M. SHANKEN COMMUNICATIONS, INC. SECURE FTP INSTRUCTIONS

1. Download the FileZilla 3.3.3 setup file from here: <http://filezilla-project.org/download.php>
2. Choose Windows, Mac, or Linux. Run the install, leave the default settings and click 'next' until you get to 'finish'. Then click 'finish' to launch FileZilla.
3. Click on 'File' then select 'Site Manager'.
4. Click on 'New Site' and name the site 'MShanken FTP', then fill out the following:
Host - ftp.mshanken.com
Port - 990
Server Type - FTPS - FTP over implicit TLS / SSL
Logon Type - Normal
User - 'ftpuser'
Password - 'mshanken123!'
Then click on 'Connect'
A certificate window will appear, check the box at the bottom that states 'always trust certificate in future sessions' then click on 'ok'
5. The FTP directories assigned to you will be located on the right and your desktop will be highlighted on the left.
To download a file do the following:
Right click the file on the right hand side, then choose 'Download'. This will download the file to your desktop, if you are not sure where the file is you can double check by clicking on the 'Successful Transfers' tab at the bottom. You can also simply drag an item from the right hand side and drop it on the left hand side.
To upload a file do the following:
Right click the file on the left hand side, then choose 'Upload'. This will upload the file to the directory you are in on the right hand side. You can also upload a file by dragging it from the left hand side and drop it on the right hand side.

You can select multiple files to upload or download by choosing 'Add files to queue'

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

INSERTION ORDER

Fax To: 212-937-4677

Date: _____ Sales Rep: _____

Advertiser: _____

Brand Name: _____

AdTitle: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

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

DIGITAL MEDIA: _____

ISSUE DATE(S):

☐ Jan./Feb. 2024 ☐ March 2024 ☐ April 2024 ☐ May 2024 ☐ June 2024
☐ July/Aug. 2024 ☐ Sept. 2024 ☐ Leaders 2024 ☐ Oct. 2024 ☐ Nov. 2024 ☐ Dec. 2024

COMMENTS: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

Space Cost Per Insertion: Gross _____ Net: _____

Signature: _____