

# SHANKEN NEWS *Daily*

## 2016 Rate Card

Effective September 2016

### 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.

### Reach & Influence:

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

### Advertisement can include:

- Brand Messages
- Brand Accolades
- New Product Launches
- Industry News
- Company and Event Announcements
- Retailer/Restaurant Programs

### ADVERTISING RATES (NET)

PREMIUM POSITION				
Frequency	1x	6x	12x	24x
	\$6,500	\$5,500	\$5,000	\$4,500
EXCLUSIVE BUY Premium plus Run of Site ad positions + \$2,000				
RUN OF SITE AD POSITION				
	1x	6x	12x	24x
	\$4,500	\$4,000	\$3,500	\$3,000



### 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.

## 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](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, 40K File; If ad loops, design with continuous loop

Accept GIF or JPG Only

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

2nd Link URL (if applicable): \_\_\_\_\_

DELIVERY OF AD MATERIALS: **Hilary Chalson, hchalson@mshanken.com**

ISSUE DATE: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

**CANCELLATION POLICY:** 15 business days prior to scheduled ad

**BILL TO:**

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

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

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

Space Cost Per Insertion: \_\_\_\_\_

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

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Please sign and send to Stephen Senatore: (212) 937-4677 • ssenatore@mshanken.com**