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.

(Statistics Taken From Harvey Research Study)
JANUARY/ FEBRUARY
- Taub Profile
- Spirits Category Story: American Brandy
- Mixology: Infused Cocktails
- Wine Feature: Bordeaux
- On Premise Profile: Wahlbergers
- Trend Feature: Massachusetts Liquor Stores Under Siege
- Cocktail Hour: Jessica King, Brother Wolf and Osteria Stella, Knoxville
- Drinks Feature: Pisco
- Beer Feature: Hard Tea
- Bar Talk: Bar Programs at Ghost Kitchens
- Beer Buzz: Hop Availability Grows

MARCH: Vodka
- Spirits Feature: Vodka
- Mixology: Scotch
- Wine Feature: California’s Emerging Players
- On Premise Profile: Flagship Restaurant Group
- Retailer Profile: Albertson’s
- Drinks Feature: Absinthe
- Cocktail Hour: Adriana Ramos, Employees Only (LA)
- Angeles
- Bar Talk: Room service cocktails (hotels ramp up cocktail service options)
- Beer Buzz: Brew Pipeline Profile: Facilitating New Rollouts
- Special Bonus Distribution: Impact Marketing Seminar

APRIL: Spirits & Wine Hot Brand Awards
- Spirits & Wine Hot Brands
- Mixology: Highballs/Spritzes
- Wine Feature: New Zealand
- On Premise Profile: Flagship Restaurant Group
- Spirits Category Story: Canned/Pre-Packaged Cocktails Update
- Spirits Category Story: Flavored whiskies
- Retailer Profile: Cox’s Spirits Shops/EvenGreen Liquors, Kentucky
- Cocktail Hour: Irene Miller, Vestry (NYC)
- Bar Talk: Pickle Juice Cocktails
- Beer Buzz: New On-Premise Venues For Beer
- Special Bonus Distribution: Impact Hot Brands Party
- Special Bonus Distribution: WSWA, Caesars Palace, Las Vegas

MAY: Control States/ NABCA
- Spirits Feature: Rum
- Spirits Feature: Italian Bitters
- Mixology: Tequila
- Wine Feature: Australia
- On Premise Profile: Fajita Pete’s
- Control State Roundup
- Retailer Profile: Mega-Bev, Michigan
- Trend Feature: On Demand Delivery Widens
- Cocktail Hour: Paige McGroarty, The Fed at The Langham Hotel, Boston
- Bar Talk: Smoked Cocktail Gear
- Beer Buzz: Brewer-Retailer Collaborations
- Special Bonus Distribution: NABCA Annual Convention

JUNE
- CBD Drinks Cover Story
- Spirits Feature: Gin
- Mixology: New Summer Cocktails
- Wine Feature: Rosé
- On Premise Profile: 84 Hospitality Group
- Trend Feature: Wine In Convenience Stores
- Retailer Profile: Randall’s Wine & Spirits
- Drinks Feature: Cachaca
- Beer Feature: Canned Beer
- Cocktail Hour: Ian Abratis, Brasserie la Banque and Bar Vauté, Charleston, SC
- Bar Talk: Alcoholic Switching a technique where you chill spirits so the water freezes and only the alcohol is left then you replace that water with tea or juice or another flavored liquid to create new flavor profiles.
- Beer Buzz: Variety Pack Innovation

JULY/AUGUST: Tequila
- Spirits Feature: Tequila
- Mixology: Health-Focused Cocktails
- Wine Feature: State of the California Wine Business
- Wine Feature: Chile
- On Premise Profile: Table 301 Restaurant Group
- Hard Seltzer
- Retailer Profile: WB Liquors, San Antonio
- The Expansion Of Bitters
- Beer Feature: Non-Alcohol Beers
- Cocktail Hour: Naomi Schmilk, Soulmate, Los Angeles
- Bar Talk: CBD At The Bar
- Beer Buzz: A-B’s Customer Collaboration Center

SEPTEMBER: Whiskey
- Spirits Feature: Bourbon
- Spirits Feature: Irish Whiskey
- Spirits Feature: Premium Mixers
- Spirits Feature: Aged Rums
- Wine Feature: Argentina
- Mixology: Vodka
- Trend Feature: Store Delivery vs Third Party
- Drinks Feature: Kegged cocktails, or pre-batched/large format drinks, as these became common for-to-go cocktails at the height of the pandemic
- Beer Feature: Beer Hot Brands
- Retailer Profile: Thrifty Discount Liquor, Lousiana
- Cocktail Hour: Liam Odien, Playa Provisions (Playa del Rey, CA)
- Bar Talk: Social Media’s Impact On Drinks
- Beer Buzz: Beer and Food Pairings
- Special Bonus Distribution: National Beer Wholesalers Association

Leaders: Annual Retail Awards
- Profiles of Six Leaders, Four Alumni Award 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 Banquet 2022

OCTOBER: Spirits & Wine Hot Prospects Brand Awards
- Spirits and Wine Hot Prospects
- Spirits Feature: Single Malt Scotch
- Spirits Feature: Blended Scotch
- Mixology: Amaro
- Wine Feature: Bordeaux
- Wine Feature: Boxed Wine Update
- On Premise Profile: Landry’s
- Retailer Profile: WB Liquors, Texas
- Cocktail Hour: Robert Murphy, Kissaki (NYC-based, multiple locations)
- Bar Talk: Baiju At The Bar
- Beer Buzz: Beer Festivals Update
- Special Bonus Distribution: National Beer Wholesalers Association

NOVEMBER: Holiday
- Spirits Feature: Canadian Whisky
- Spirits Feature: Liqueurs
- Mixology: Shochu and Sake
- Holiday Roundup
- Wine Feature: Sparkling Wine, Inc. Prosecco
- California’s Super-Premium Tier
- Retailer Profile: Party Source
- Cocktail Hour: Deke Dunne, Allegro at the Eaton DC Hotel (Washington, D.C.)
- Bar Talk: New Mixing Technologies
- Beer Buzz: New Beer Flavors

DECEMBER: Blue Chip Brand Awards
- Blue Chip Brands
- Spirits Feature: Cognac
- Spirits Feature: Imported Vodka
- Mixology: Bourbon
- Wine Feature: Champagne
- Wine Feature: Oregon
- Cocktail Hour: Matthew Korzelius, The Roosevelt Room (Austin, TX)
- Bar Talk: Well Brands
- Beer Buzz: Winter Beers
Hot Themes for 2022...

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

2022 CLOSING DATES

January/February
Space Closing: Jan 7
Materials Due: Jan 12

March
Space Closing: Jan 28
Materials Due: Feb 4

April
Space Closing: March 1
Materials Due: March 7

May
Space Closing: March 30
Materials Due: April 6

June
Space Closing: April 29
Materials Due: May 5

July/August
Space Closing: June 9
Materials Due: June 14

September
Space Close: July 29
Material Close: Aug 4

October
Space Closing: Sept 7
Materials Due: Sept 12

November
Space Closing: Oct 4
Materials Due: Oct 7

December
Space Closing: Nov 2
Materials Due: Nov 8
### General Information

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

### Advertising Rates

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<tr>
<td>Full page</td>
<td>$21,160</td>
<td>$20,700</td>
<td>$20,080</td>
<td>$19,020</td>
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<tr>
<td>1/2 Page</td>
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<td>$7,320</td>
<td>$7,180</td>
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</table>

Following in Net:

- Leaders: $21,981
- Regional: $9,877
- On or off premise: $10,642

- 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
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:
<table>
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<tr>
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</thead>
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</tr>
<tr>
<td>Safety</td>
<td>8” x 10 3/4”</td>
</tr>
<tr>
<td>Non-Bleed Size</td>
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* All live matter must be 1/8” from trim on all sides

Spread:
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<tr>
<td>Safety</td>
<td>16” x 10 3/4”</td>
</tr>
<tr>
<td>Non-Bleed</td>
<td>14” x 10”</td>
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</table>

* 1/4” gutter safety for spreads

Fractionals:

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<td>2/3 Vertical Bleed</td>
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<td>1/2 pg. Vertical Non-Bleed</td>
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<td>2 1/4” x 9 3/4”</td>
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<tr>
<td>1/3 pg. Vertical Bleed</td>
<td>3” x 11 1/4”</td>
</tr>
</tbody>
</table>

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:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Lauren Utecht
lutecht@mshanken.com
TEL: 212-481-8610 x335

SWOP® is a registered trademark of SWOP, Inc.
## 2022 Calendar Dates

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<tr>
<td>December</td>
<td>November 11</td>
<td>November 17</td>
<td>December 13</td>
</tr>
</tbody>
</table>

## 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*

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cmcgilvray@mshanken.com  
TEL: 212-481-8610 x344

Lauren Utecht  
lutecht@mshanken.com  
TEL: 212-481-8610 x335
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

For instructions in uploading files to M. Shanken Communications, see “Secure FTP Instructions” page
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’
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.