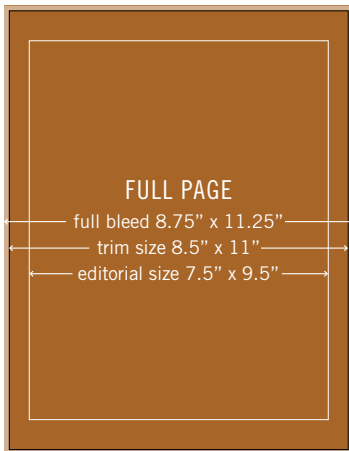


ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

PRINT ADVERTISING RATE SHEET 2017



Artisan Spirit is the magazine for craft distillers and their fans. Artisan Spirit is well-placed to educate the distilling industry and act as an informative medium through which distillers and industry vendors can be introduced to each other.

DISTRIBUTION Quarterly publications in print and online digital formats

- 7,000 copies with an estimated readership per issue of 20,000
- Digital format averages an additional 53,671 impressions and 3,663 reads per issue

SHIPPED NATIONALLY TO

- Licensed producers (small & large scale production)
- Upcoming craft distillers
- Industry events, conferences, expos
- Workshops & classes
- Suppliers & retailers
- Select brewers & wineries
- Paid subscribers

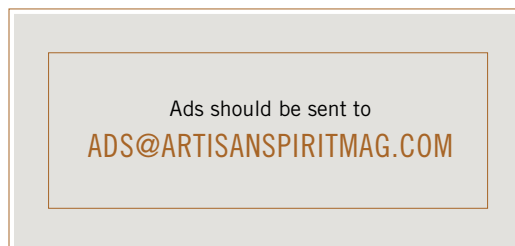
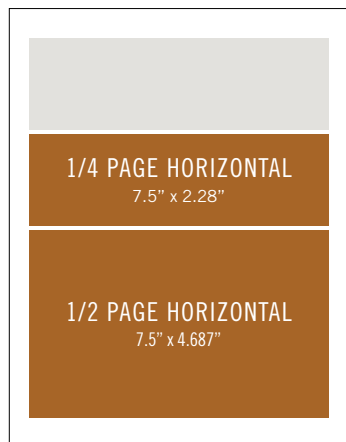
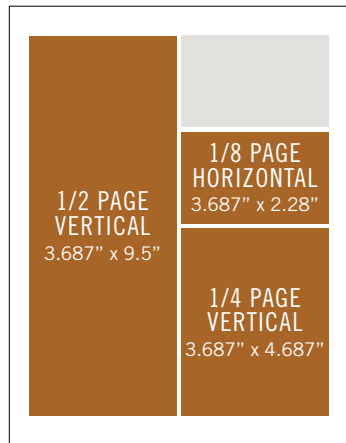
NO ADVERTORIALS In order to maintain editorial integrity Artisan Spirit does not solicit or accept payment in return for articles. Submissions and article requests are welcome and published at the sole discretion of our staff. Contact our editor, Brian Christensen, at brian@artisanspiritmag.com for more information.

GRAPHIC DESIGN SERVICES Need help putting together an ad for your company, upcoming event, or new product? Our graphic design services are available at \$50/hr with one hour minimum on new ads. No time minimum on existing ads.

MECHANICAL REQUIREMENTS We require all ads be submitted in digital format. Ads submitted incorrectly, including incorrectly sized ads, may incur additional production charges to correct the files. If color accuracy is important, any four color ads should include a matchprint or equivalent digital color proof. All ads must include hi-res files (300 dpi placed at 100%). We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival. We ONLY accept high resolution PDFs.

| PRINT AD SIZES | WIDTH | HEIGHT |
|------------------------|--------|--------|
| Full page (trim size) | 8.5" | 11" |
| Full page (full bleed) | 8.75" | 11.25" |
| 1/2 page horizontal | 7.5" | 4.687" |
| 1/2 page vertical | 3.687" | 9.5" |
| 1/4 page horizontal | 7.5" | 2.28" |
| 1/4 page vertical | 3.687" | 4.687" |
| 1/8 page horizontal | 3.687" | 2.28" |

| PRICING | 1x | 2x | 3-4x |
|------------|--------|--------|--------|
| Back Cover | \$3984 | \$3586 | \$3386 |
| Full page | \$2656 | \$2390 | \$2258 |
| 1/2 page | \$1593 | \$1434 | \$1354 |
| 1/4 page | \$866 | \$780 | \$736 |
| 1/8 page | \$404 | \$364 | \$343 |



SUBMISSION GUIDELINES:

- Limit file name to "advertiser_month-year"
- Include the following in the submission email:
 - » Name of advertiser
 - » Issue number for ad to run in
 - » Contact name and phone number

Questions? Contact Ashley Monroe at (509) 991-8112 or ASHLEY@ARTISANSPIRITMAG.COM

ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

EDITORIAL CALENDAR 2017

SPRING 2017 /// ISSUE 018

| | |
|----------------------------|--|
| ARTICLES & ADVERTISING DUE | 2/20/2017 |
| PRESS DATE | 3/20/2017 |
| AVAILABLE AT | American Distilling Institute's Conference <i>and</i> seasonal workshops nationwide |

SUMMER 2017 /// ISSUE 019

| | |
|----------------------------|--|
| ARTICLES & ADVERTISING DUE | 5/08/2017 |
| PRESS DATE | 6/05/2017 |
| AVAILABLE AT | Tales of the Cocktail Kentucky Bourbon Festival <i>and</i> seasonal workshops nationwide |

FALL 2017 /// ISSUE 020

| | |
|----------------------------|---|
| ARTICLES & ADVERTISING DUE | 7/24/2017 |
| PRESS DATE | 8/21/2017 |
| AVAILABLE AT | Chicago Indie Spirits Expo Craft Beverage Expo <i>and</i> seasonal workshops nationwide |

WINTER 2017 /// ISSUE 021

| | |
|----------------------------|--|
| ARTICLES & ADVERTISING DUE | 10/23/2017 |
| PRESS DATE | 11/20/2017 |
| AVAILABLE AT | American Craft Spirits Association's Convention Whiskey Live New York Whiskies & Spirits Conference New York <i>and</i> seasonal workshops nationwide |

PRINT RUN 7,000 copies per issue
PRINT READERSHIP Approximately 20,000 per issue

DIGITAL IMPRESSIONS Average of 53,671 per issue
DIGITAL READS Average of 3,663 per issue

Questions? Contact Ashley Monroe at (509) 991-8112 or ASHLEY@ARTISANSPIRITMAG.COM

ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

PRINT AD INSERTION ORDER 2017

Company Name _____ Returning advertiser

Desired category for Advertiser Index _____

Contact Person _____ Title _____

Email _____

Phone _____

Address _____

City/State/Zipcode _____

New artwork

Repeat from Artisan Spirit issue _____

Interested in Artisan Spirit Sponsorship opportunities

NOTES _____

SIZE Select preferred placement(s). If known, please indicate vertical or horizontal ad where applicable. Multiple insertion discount rates available to advertisers agreeing, by signed contract, to place two or more consecutive ads.

| | 1x | 2x | 3-4x |
|---|--------|--------|--------|
| <input type="checkbox"/> Back Cover | \$3984 | \$3586 | \$3386 |
| <input type="checkbox"/> Full page | \$2656 | \$2390 | \$2258 |
| <input type="checkbox"/> 1/2 page (<input type="checkbox"/> V or <input type="checkbox"/> H) | \$1593 | \$1434 | \$1354 |
| <input type="checkbox"/> 1/4 page (<input type="checkbox"/> V or <input type="checkbox"/> H) | \$866 | \$780 | \$736 |
| <input type="checkbox"/> 1/8 page | \$404 | \$364 | \$343 |

Number of issues 1 2 3 4

COST BREAKDOWN

Ad rate per issue \$ _____

Number of issues x _____

Subtotal \$ _____

Graphic design fee \$ _____

TOTAL \$ _____

THE FINE PRINT Ad placement is subject to payment of invoice prior to press date. Multiple insertion discount rates subject to signed contract and payment of first issue's invoice. Artisan Spirit Magazine reserves the right to reject or cancel any advertisement(s) at its sole discretion.

Signature _____ Date _____

EMAIL COMPLETED FORM TO ASHLEY@ARTISANSPIRITMAG.COM

Questions? Contact Ashley Monroe at (509) 991-8112 or ASHLEY@ARTISANSPIRITMAG.COM