

MODERN Brewery Age

2008 Rate Card & Editorial Calendar



Online Magazine Rates

Full Color

Unit	1x	2x	5x	10x
Page	1800	1700	1400	1100
2/3	1400	1300	1100	950
1/2	1300	1200	950	700
1/3	900	800	650	575
1/4	700	600	550	475
1/6	500	475	450	400

Preferred Positions

Preferred position is the page directly after the cover page. It is sold on a non-cancelable two-time contract basis. Preferred position includes banner ad on web-site for duration of issue posting (typically three months)

2nd Page \$1500

Mechanical Requirements

Unit	Width	Depth
Full page	7"	9 3/4"
2/3	4 3/4"	9 7/8"
1/2 horizontal	7 1/4"	4 3/4"
1/2 vertical	3 1/2"	9 7/8"
1/2 island	4 3/4"	7 1/2"
1/3 horizontal	7 1/4"	3 1/4"
1/3 square	4 3/4"	4 3/4"
1/3 vertical	2 1/4"	9 7/8"
1/4	3 1/2"	4 3/4"
1/6	2 1/4"	4 3/4"

Ads on the web-site:



www.breweryage.com ads

Size	6 months	One year
Banner	\$1200	\$1800
1/2 Banner	\$500	\$750
Button	\$400	\$550

GIF format only. Banner ad dimension (in pixels) 468x60; Half banner: 125x125 and Button: 120x60. HTML and simple animation available (No Shockwave or Flash).



Blue Book Rates Now in two volumes!

Published as a 900-page North American volume and 500-page International volume sold separately. Directories also available on CD, or in Excel format.

Black and White

1 page	\$2412
1/2 page	\$1677
1/4 page	\$983

Color

Additional to Black and White Rates

Black and choice of one standard color (magenta, cyan, yellow)	\$683
Black and PMS matched color	\$900
Four-color process	\$1728
Bleed rate	10% of space and color

Preferred Positions (plus additional color)



Weekly E-Tabloid Pre-Paid Rates

Print color is limited to the capabilities of subscribers' printers. The following contract rates apply only to program of ads running within 12 months from date of first insertion.

Page Unit	1x	13x	26x	52x
Full page	1687	1501	1366	1221
2/3	1283	1159	1035	973
1/2	1014	932	818	735
1/3	714	683	600	538
1/4	621	580	507	424
1/6	455	424	362	331

Bleed rate 10% of space and color

Business Card Ads

Dimension: 4.944" w x 2.77" h

Full year \$3,120 pre-paid
(52 times, every weekly issue)

Half-year \$2,080 pre-paid
(26 times, consecutive)

One quarter \$1,200 pre-paid
(12 times, consecutive)

2nd Cover	\$3540
3rd Cover	\$3229
4th Cover	\$4026

Bleed Requirements

5 5/8" x 8 3/4" trims to 5 1/12" x 8 1/2"
Reading material should end at least 1/2" from edge all around for safety in trimming.

Mechanical Requirements

1 page	4 1/2" x 7 1/2"
1/2 page horizontal	4 1/2" x 3 5/8"
vertical	2 1/6" x 7 1/2"

Space Requirements

Unit	Width	Depth
Full page	7"	9 3/4"
2/3	4 3/4"	9 7/8"
1/2 horizontal	7 1/4"	4 3/4"
1/2 vertical	3 1/2"	9 7/8"
1/2 island	4 3/4"	7 1/2"
1/3 horizontal	7 1/4"	3 1/4"
1/3 square	4 3/4"	4 3/4"
1/3 vertical	2 1/4"	9 7/8"
1/4	3 1/2"	4 3/4"
1/6	2 1/4"	4 3/4"

Combination Rates

13x advertiser in Tabloid earns

4x magazine rate

26x advertiser in Tabloid earns

8x magazine rate

52x advertiser in Tabloid earns

12x magazine rate

Contract advertisers in magazine earn corresponding tabloid rates.



1/4 page horizontal	4 1/2" x 1 3/4"
vertical	2 1/6" x 3 5/8"
spot	2 1/6" x 1"

Where-to-Buy Section

Spot Advertising rate	\$300
Paid Listing rate	\$35/listing

Display advertisers in Modern Brewery Age Blue Book or contract advertisers in Modern Brewery Age Magazine earn a 50% discount on spot advertising, non-commissionable.

Reprints

Prices available on request.

Classified Ads

Run in weekly e-tabloid only. All copy must be submitted in writing, sent to fax: 203-852-8175 Attn: MBA classified; or via e-mail to DianeA@busjour.com.

PRODUCTION & PRINTING INFORMATION

DIGITAL ADVERTISING SPECS

Media:

Zip 100, CD-R, CD-RW. Submitted media must be clearly labeled. (No Floppy discs accepted) One ad only per disk Accepted. (Spreads can be on same disk but must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.) **E-MAILED ADS CAN NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES.**

Label Requirements:

Issue date, advertiser name, and contact name, telephone number and email address.

Format:

Hi res PDF files (made only through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) and also 4.0 (3.0 will NOT be accepted)

The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale)
Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

The Following are the ONLY ACCEPTED PROOFS for (4 color ads):

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Only B/W ads can be submitted with

contone proof.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT. Proofs MUST be created with SWOP Web Offset gains. Publication is not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%.

Backup Workfolders:

In addition to the Hi-res PDF —All supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be Postscript in nature, NO 'True Type' fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc. A disc directory and proper proof must accompany each ad file. All submitted images, and/or files must be converted to CMYK, no RGB. A color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. SINCE CLIENT WILL NOT BE ABLE TO SIGN OFF ON THE PROOF MADE, THE PUBLICATION IS NOT RESPONSIBLE FOR COLOR OF PROOF. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept. **Please note:** Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

PLEASE SEND ADVERTISING MATERIALS TO:

Fran Salamon, Director of Production
Modern Brewery Age
50 Day Street
Norwalk, CT 06854 U.S.A.
Tel: 203-853-6015 ext.109
E-mail: franness@busjour.com

Editorial Calendar

Winter Logistics Issue: Transportation, Computer Systems and Packaging

The winter issue of Modern Brewery Age will emphasize technologies for moving product to market, from delivery carts to diesel trucks. We'll cover the latest advances in beverage distribution and route management software. As in the past, we'll include a quick-reference chart comparing full-scale software systems for wholesalers. For the production side, we'll feature a complete roundup of packaging equipment and materials.

Closing date: January 22 **Materials due:** January 31

Spring Stat Issue—Brewery Ranking and Market trends

Every Spring, Modern Brewery Age publishes the annual statistical issue, featuring a summary of trends from the previous year, backed with statistical information and market performance data. The issue will include our annual ranking of brewers and discussions with industry analysts. We'll include a wide range of statistics pertinent to the U.S. beer industry, from barrelage of the top ten brewers to the top domestic brands. There will also be special focus on new developments for the big summer selling season.

Closing date: March 16 **Materials due:** March 30

Summer Import/Specialty Beer Issue

The Summer issue will focus on the vibrant and profitable high end, from fast growing import brands to profitable craft beers. The issue spotlights the hottest new brands, and features statistics on import/high-end segment performance. The issue will feature interviews with key import executives, and we'll poll importers, retailers and wholesalers for the latest developments impacting the import segment.

Closing date: June 1 **Materials due:** June 15

Fall Show Issue

The Fall issue of Modern Brewery Age is timed to coincide with a spate of key industry conventions. It's our biggest issue of the year, and will enjoy substantial bonus circulation. For this issue, we'll be interviewing top executives in the U.S. beer industry, and examining the trends for next year. We'll also have targeted articles for each of our key constituencies—brewers, wholesalers and chain retailers.

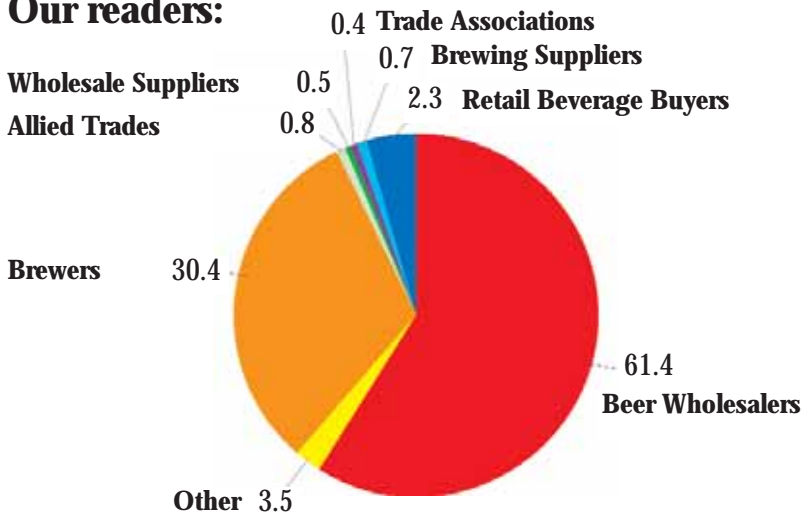
Closing date: August 15 **Materials due:** August 30

Year-end Issue

The year-end issue of Modern Brewery Age will offer a retrospective on the trends and developments in the preceding year. We'll include keynote interviews with key executives in the brewing and wholesaling trades.

Closing date: November 19 **Materials due:** November 26

Our readers:



Terms and Conditions

Cancellations will not be accepted after the advertising space closing date. Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. Agency commission 15 percent. Production charges are non-commissionable. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. If invoice is paid within 10 days of billing date, 2 percent may be deducted from amount due. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full.

Advertisers with accounts more than 90 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Agency commission will also be forfeited. Advertisers sent for collections are responsible for all legal and collection costs.

Modern Brewery Age magazine will discard advertising materials one year after month of publication.

- Advertiser and advertising agency assume liability for content (including text, representation and illustration) of advertisements printed, and assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the publication.

- Customer understands that this publication is one of many different available alternate advertising sources and that occasional errors or omission or commission occur and can not be corrected until the next issue. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser not

withstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or printing of its publications shall be limited to the amount to be charged for such advertising.

The limitations of liability to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company and applies to claims in contract, tort, strict liability and specifically limit any claims for loss of business, profits, and additional consequential damages.

Contract Requirements

Publisher must be given 60 days' notice in writing if contract is cancelled prior to expiration. Publisher reserves the right to refuse copy deemed by them to be fraudulent, unfair, harmful, or for any other reason unsatisfactory.

Modern Brewery Age Publications

- Modern Brewery Age **On-line bi-monthly magazine**
- Modern Brewery Age **Weekly E-Tabloid**
- Modern Brewery Age **Annual Blue Book Directory**
- Modern Brewery Age Web Site at <http://www.breweryage.com>

Personnel

R. Mac Brighton, Chairman,
e-mail to: Mac@breweryage.com
Peter V.K. Reid, Publisher/Editor,
e-mail to: Pete@breweryage.com
Fran Salamon, Director of Production,
e-mail to: FrancesS@busjour.com
Amy Harold, Blue Book Editor
AmyH@busjour.com

Advertising Inquiries to Diane Apicelli,
Tel: (203) 853-6015, ext. 130;
e-mail to: DianeA@busjour.com

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