

# 2016-2017 MEDIA KIT



## *ABL Insider:* The Quarterly Industry Update for On- and Off-Premise Beverage Alcohol Retailers

- American Beverage Licensees (ABL) is the largest beverage retail trade association in the United States, representing the interests of both on- and off-premise licensed beverage retailers.

Each issue of the *ABL Insider* quarterly magazine contains curated content tailored to the specific needs and interests of licensed beverage retailers. Feature articles focus on timely regulatory and legislative issues relevant to the industry, and news and information on the top product and service suppliers.

Special placement within *ABL Insider* ensures high visibility for your advertisement. Your message can be strategically placed in an uncluttered position next to a feature article.

*ABL Insider's* estimated 50,000 readers are the executives and managers responsible for making purchasing decisions on behalf of their companies.

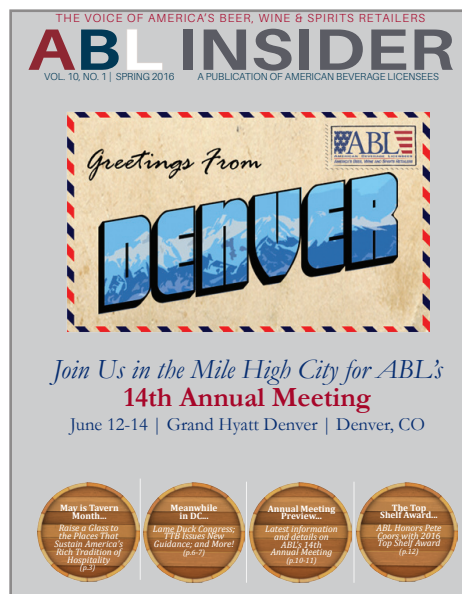
For more information on maximizing your company's visibility in *ABL Insider*, contact American Beverage Licensees today!

### CONTACT ▼

Matthew Evans  
American Beverage Licensees (ABL)  
Phone: (888) 656-3241  
Fax: (301) 656-7539  
Email: [evans@ablusa.org](mailto:evans@ablusa.org)



*Our members proudly and responsibly serve more than 15 million customers each week.*



## TARGET AUDIENCE & BENEFITS

- *ABL Insider* is specifically targeted to those with purchasing power. If you provide products and services for bars, restaurants, taverns, package stores, liquor stores, casinos or clubs, your customers are *ABL Insider* readers.
- Mailed directly to over 12,000 owners, managers and executives of licensed beverage retailers nationwide. ABL represents both on- and off-premise retailers, as well as alcohol beverage companies, wholesalers and the associations and groups that represent them.
- ABL members serve more than 15 million customers each week and are responsible for upwards of \$11 billion in sales.
- Reach some of the most prominent associations and companies on the industry. ABL affiliate and associate members include the Beer Institute, Distilled Spirits Council of the U.S., National Beer Wholesalers Association and the Wine and Spirits Wholesalers of America.
- ABL serves as the voice of licensed beverage retailers in national legislative matters. It is currently involved in advocacy efforts on many issues including drunk driving laws and ignition interlocks; regulatory fees; federal, state and local taxes on alcohol; and responsibility programs to fight drunk driving and underage drinking.

## VISIBILITY IN YOUR INDUSTRY

- Special placement within *ABL Insider* ensures high visibility for your advertisement.
- Maintain and develop business relationships through a complimentary customized listing in our Index to Advertisers. Your company name will be listed with your webs address, along with the page number of your ad.

## THE PUBLICATION

- *ABL Insider*: a high-quality, 8.5" x 11", four-color magazine published four times each year. The magazine is also posted on the ABL website, [www.ablusa.org](http://www.ablusa.org).
- Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.

## NET FULL COLOR RATES

Revisions & Proofs: \$50 per change  
Position Guarantee: 15% Premium

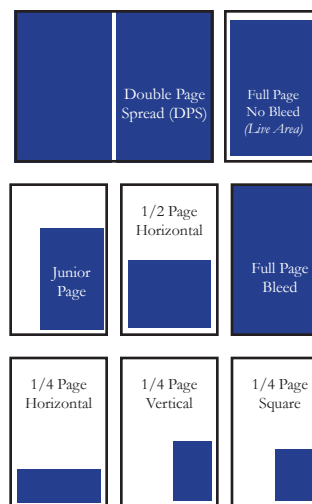
Size	1x	2x	4x
Full Page	\$2,900	\$2,700	\$2,600
Junior Page	\$2,100	\$2,000	\$1,900
1/2 Page	\$1,800	\$1,700	\$1,550
1/4 Page	\$1,000	\$900	\$850

## COVERS & PREMIUM POSITIONS

Size	1x	2x	4x
Double Page Spread	\$5,000	\$4,800	\$4,600
Inside Front or Inside Back Cover	\$3,900	\$3,700	\$3,500

## MECHANICAL REQUIREMENTS

Size	Width	Height
DPS	21"	15.25"
DPS Trim	22"	17"
Full Page Bleed	11.25"	17.25"
Full Page Trim	11"	17"
Full Page Live Area	10"	15.25"
Junior Page	7.375"	10.875"
1/2 Hz.	10"	7.5"
1/4 Vt.	4.875"	7.5"
1/4 Sq.	5.875"	5.75"
1/4 Hz.	9.875"	3.333"



Full-color is preferred (no additional charge). Ads must be 300 dpi and in CMYK format. Ads can be created using Adobe Pagemaker, Quark XPress, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Corel Draw, or Macromedia Freehand. Please do not create ads in Microsoft Word, WordPerfect, or any other word processing program.

Ads must be provided as high-resolution PDF files, in addition to the original source files, graphics and fonts.

Please include URLs for the online version. Ad files can be sent via e-mail to Matthew Evans at [evans@ablusa.org](mailto:evans@ablusa.org), or through an FTP site such as Dropbox.

Advertiser indemnifies American Beverage Licensees (ABL) against losses or liabilities arising from this advertising. ABL assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred.

**Payment is due within 30 days of receipt of the invoice.** Revisions to previously submitted ad copy are subject to additional charges. A charge of \$50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay ABL any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract.

All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). [www.ablusa.org](http://www.ablusa.org)

## PLACING YOUR ORDER

Please complete the following steps to total up your order.

1. Please select the issue(s) in which you would like your ad to appear (prices are per insertion):

\_\_\_ Fall 2016 (ABL-S0316)  
(Ad Sales Close 7/3/16)

\_\_\_ Spring 2017 (ABL-S0117)  
(Ad Sales Close 1/3/17)

\_\_\_ Winter 2016 (ABL-S0416)  
(Ad Sales Close 10/2/16)

\_\_\_ Summer 2017 (ABL-S0217)  
(Ad Sales Close 4/2/17)

2. Fill out the form below and return this signed form to ABL.

\$ \_\_\_\_\_ X \_\_\_\_\_ = Total Price  
(Ad Price) (# of Months)

**Please Note:** *Invoices are issued upon publication of your ad*

## BILLING INFORMATION

Company Name (as you wish it to appear alphabetically): \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

I agree to all the terms of the rate sheet and this contract as applicable for my company.

☐ Check here for Electronic Signature for Fax or Email

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

## PLEASE SIGN AND RETURN TO:

Matthew Evans  
American Beverage Licensees (ABL)  
5101 River Road, Suite 108  
Bethesda, MD 20816

Email: [evans@ablusa.org](mailto:evans@ablusa.org)

Phone: (888) 656-3241

Fax: (301) 656-7539

*Advertiser indemnifies American Beverage Licensees (ABL) against losses or liabilities arising from this advertising. ABL assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due within 30 days of receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay ABL any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). [www.ablusa.org](http://www.ablusa.org)*