

## Beverage Trends E-Newsletter 2008 Specifications

### Materials Submission

If you have a multiple-product advertising package with NRN, it is recommended that you send materials for each piece under separate cover (ex. e-mails) **labeled with the newsletter name, insertion date and ad position or the site materials labeled with the position and the run time.**

This will expedite the process of getting your information online as quickly as possible. (For example: one e-mail might contain your ads for the site, a second email might contain your information for a product page). We also recommended that you gather all necessary materials and send them when you have all the requirements. Sending materials separately increases the chances that something will be missed.

NOTE: If you are creating a vanity URL for use with your newsletter placement, it will need to be available 2 weeks prior & 4 weeks post newsletter launch.

### Space & Specifications

The following lists all advertising slots available on the e-newsletter. Your salesperson will work with you to determine actual available dates for your desired placement(s).

Description/Location	Ad Specs	Image/Logo Specs	Text	Formats/Animation
<b>Leaderboard</b> Allows for banner	728x90 pixels 25 kb max file size		35-word maximum  <i>*text-only ad text required for all banners for use in text-version of newsletters</i>	<b>Acceptable File Formats:</b> Gif, jpeg, jpg,  <b>Animation Allowed:</b> Yes  <b>Flash/Rich Media Allowed:</b> No  <b>Third Party Redirect Allowed:</b> Yes – banner only <i>(must be live for 2 weeks prior &amp; 4 weeks post newsletter launch)</i>
<b>Ad Position 1</b> Allows for banner	468x60 pixels 25 kb max. file size			
<b>Ad Position 2</b> Allows for banner				
<b>Ad Position 3</b> Allows for banner				
<b>Ad Position 4</b> Allows for banner				
<b>Featured Beverage Sponsorship</b> Allows for logo		100x100 pixels 10 kb max. file size		
<b>Featured Cocktail Sponsorship</b> Allows for logo				
<b>Featured Product</b> Allows for 1 product image & text				
<b>Beverage Ideas</b> Allows for 1 logo, 1 photo & 1 recipe				

View the latest issue of Beverage Trends: <http://www.nrn.com/eNewsletter.aspx?globalMenuTab=3>

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**2008 Production Schedule & Materials Deadlines**

Month	Closing Materials	Launch Date
<b>JANUARY</b>	Tuesday, January 08, 2008	Tuesday, January 15, 2008
<b>FEBRUARY</b>	Wednesday, February 06, 2008	Wednesday, February 13, 2008
<b>MARCH</b>	Wednesday, March 05, 2008	Wednesday, March 12, 2008
<b>APRIL</b>	Thursday, April 03, 2008	Thursday, April 10, 2008
<b>MAY</b>	Wednesday, May 07, 2008	Wednesday, May 14, 2008
<b>JUNE</b>	Thursday, June 05, 2008	Thursday, June 12, 2008
<b>JULY</b>	Wednesday, July 09, 2008	Wednesday, July 16, 2008
<b>AUGUST</b>	Thursday, August 07, 2008	Thursday, August 14, 2008
<b>SEPTEMBER</b>	Tuesday, September 09, 2008	Tuesday, September 16, 2008
<b>OCTOBER</b>	Tuesday, October 07, 2008	Tuesday, October 14, 2008
<b>NOVEMBER</b>	Thursday, November 06, 2008	Thursday, November 13, 2008
<b>DECEMBER</b>	Thursday, December 04, 2008	Thursday, December 11, 2008

**Submission of Materials & Technical Questions**

Materials may be submitted via e-mail (3MB limit), CD or FTP.

	Name/E-mail	Mailing Address	Phone/Fax
<b>Primary Contact</b>	Amita John <a href="mailto:materials@nrn.com">materials@nrn.com</a>	110 Summit Avenue Montvale, NJ 07645	Phone: (201)740-6267
<b>Secondary Contact</b>	Susan Vincer <a href="mailto:svincer@nrn.com">svincer@nrn.com</a>	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 262-835-2661 Fax: 312-644-3256

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**Contract, Pricing & Availability Information**

For sales or general questions about your program, placements or availability,  
please contact your Regional Sales Director:

<b>Regional Sales Directors</b>				<b>Secondary Contact</b>
<b>Region</b>	<b>Name/E-mail</b>	<b>Mailing Address</b>	<b>Phone/Fax</b>	
<b>FL/GA/TX/NC/ SC/AL/VA</b>	Tom McElhinny <a href="mailto:tmcelhin@nrn.com">tmcelhin@nrn.com</a>	5825 Glenridge Dr, Bldg. 3, Ste.101 Atlanta, GA 30328	Phone: 404-845-3433 Fax: 404-843-0751	Susan Vincer Publishing Director NRN-Online <a href="mailto:svincer@nrn.com">svincer@nrn.com</a> 262-835-2661
<b>New England/ NY/PA/NJ</b>	Chris McCoy <a href="mailto:cmccoy@nrn.com">cmccoy@nrn.com</a>	88 Pond Street, Ste. 1 Sharon, MA 02067	Phone: 781-793-7888 Fax: 781-793-7862	
<b>IL/OH/MI/ IN/TX/IA/KS</b>	John Krueger <a href="mailto:jkrueger@nrn.com">jkrueger@nrn.com</a>	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312-645-5073 Fax: 312-644-3256	
<b>IL/MN/WI</b>	Kevin McKay <a href="mailto:kmckay@nrn.com">kmckay@nrn.com</a>	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312.645.5091 Cell: 847.778.0313 Fax: 312-644-3256	
<b>CA/AZ/NM/ ID/CO</b>	Rebecca Roberts <a href="mailto:rroberts@nrn.com">rroberts@nrn.com</a>	606 N. Larchmont Blvd., Ste. 206 Los Angeles, CA 90004	Phone: 323-860-6321 Fax: 323-465-4287	
<b>National Telemarketing</b>	Sue Macnow <a href="mailto:smacnow@nrn.com">smacnow@nrn.com</a>	425 Park Avenue New York, NY 10022	Phone:212-756-5211 FAX: 212-756-5215	
<b>Classified Advertising</b>	Leslie Wolowitz <a href="mailto:wolowitz@nrn.com">wolowitz@nrn.com</a>	425 Park Avenue New York, NY 10022	Phone:212-756-5210 FAX: 212-756-5289	
<b>Inside Sales Manager</b>	Neil Hochman <a href="mailto:nhochman@nrn.com">nhochman@nrn.com</a>	425 Park Avenue New York, NY 10022	Phone:212-756-5190 FAX: 212-207-8761	

\* Full Media Kits for both print & online are available at our website, [www.nrn.com](http://www.nrn.com)