



2020 Master Brewers Rate Card/Advertising Order Form

SPACE RESERVATION

Company Name _____

Website _____

Contact Person _____

Title _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Telephone _____

Fax _____

E-mail _____

If Applicable, Agency Name _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

PAYMENT OPTIONS

- Invoice Company
- Invoice Ad Agency
- Check made payable to Master Brewers Advertising
(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

- Charge my credit card
 - VISA MasterCard American Express Discover

Card No. _____

Exp. Date _____ / _____
month year

Name of Cardholder _____

Payment Terms: Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. All logos and ads must be paid before any publication. Please contact Rhonda Wilkie for more details at +1.651.994.3820 or rwilkie@scisoc.org.

Submit this application to:

Brianna Plank
Director, Business Development
bplank@scisoc.org
+1.651.994.3819

TECHNICAL QUARTERLY [online only]

Rates

- 1x rate: \$600 2x rate: \$550 3x rate: \$500 4x rate: \$450

Issue

- Issue 1 Issue 2 (Focus Issue) Issue 3 Issue 4 (Focus Issue)

Materials

- Logo and URL below
- Thumbnail ad with link to larger version of ad
- Repeat previously posted logo or thumbnail ad

Technical Quarterly – Month/Year _____ / _____

URL _____

Technical Quarterly Total \$ _____

MASTER BREWERS COMMUNICATOR MEMBER e-NEWSLETTER

Ad sizes

- Horizontal/News Panel (420 pixels wide x 100 pixels tall)
- Vertical/Navigation Panel (190 pixels wide x 250 pixels tall)

Frequency

- 1 month: \$600 6 months: \$3,000
- 3 months: \$1,650 12 months: \$5,400

Issue Month(s) _____

Materials

- New digital ad
- Repeat from previous *Master Brewers Communicator* Issue
Month/Year _____ / _____

URL _____

Master Brewers Communicator Total \$ _____

COMMUNITY SITE DIGITAL ADVERTISING

Ad size: 160 pixels wide x 560 pixels tall

Frequency

- 1 month: \$600 6 months: \$3,000
- 3 months: \$1,650 12 months: \$5,400

Issue Month(s) _____

Materials

- New digital ad

URL _____

Community Site Digital Ad Total \$ _____

HOMEPAGE DIGITAL ADVERTISING

Ad size: 400 pixels wide x 276 pixels tall

Frequency

- 1 month: \$600 6 months: \$3,000
- 3 months: \$1,650 12 months: \$5,400

Issue Month(s) _____

Materials

- New digital ad
- Repeat from previous month _____

URL _____

Homepage Digital Ad Total \$ _____

WBC 2020 MOBILE APP ADVERTISING

Rates

- | | |
|----------------------------------|------------------|
| Cost | Frequency |
| <input type="checkbox"/> \$5,000 | 100% of the time |
| <input type="checkbox"/> \$2,500 | 25% of the time |

Materials

- New banner ad

Master Brewers Mobile App Ad Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

GENERAL POLICIES

Advertisers and advertising agencies are responsible for all content of advertisements used and assume responsibility for any claims made against the publisher due to the ad content. The publisher reserves the right to refuse such advertising as they deem inappropriate. Production changes or services are billed at \$100 minimum. Electronic files will be held for one year after use, and then discarded unless requested to be returned. Cancellations are not accepted after published space reservation closing date. All cancellations prior to the space closing date must be made in writing and acknowledged by Master Brewers. A fee of \$200 will be charged for processing cancellations and no refunds will be given.

2020 Master Brewers Advertising Specifications

All artwork files and URL link(s) should be sent to Rhonda Wilkie at rwilkie@scisoc.org.

TECHNICAL QUARTERLY (Online Publication)

Circulation: 4,000

Format: Online posting

Placement of logo or thumbnail ad will appear on:

- *Technical Quarterly* landing page (logo only)
- TQ Table of Contents
- Email announcing full issue (logo/ad will appear after the editor's message)

Logo Specifications:

- jpg or png file
- 72 ppi resolution
- 160 pixels wide x max 100 pixels tall

Thumbnail Specifications:

- PDF
- 8.5" wide x 11" tall
- 200 ppi resolution

Close Date: One week prior to beginning of correlating quarter/issue materials due

*Additional opportunities are available for TQ Focus Issues — inquire for more details.

MASTER BREWERS COMMUNICATOR E-NEWSLETTER ADVERTISING

Circulation: More than 4,000

Format: E-newsletter

Ad Specifications:

- Horizontal/News Panel: 420 pixels wide x 100 pixels tall
- Vertical/Navigation Panel: 190 pixels wide x 250 pixels tall
- jpg, png, gif (non-animated) accepted

Close Date: Last Tuesday of each month

Materials Due Date: Last Tuesday of each month

E-mail Send Date: Approximately first Tuesday of each month

COMMUNITY SITE DIGITAL ADVERTISING

Format: Online Community Homepage or Community Interior Pages

Ad Specifications:

- 160 pixels wide x 560 pixels tall
- jpg, png, gif (non-animated) accepted

Materials Due Date: 15th of the month prior to the month your ad runs

Note: Ads will go live the first weekday of each month

HOME PAGE DIGITAL ADVERTISING

Format: Master Brewers Homepage

Ad Specifications:

- 400 pixels wide x 276 pixels tall
- jpg, png, gif (non-animated) accepted

Materials Due Date: 15th of the month prior to the month your ad runs

Note: Ads will go live the first weekday of each month

WBC 2020 MOBILE APP ADVERTISING

Format: Digital

Ad Specifications:

- 1242 pixels wide x 120 pixels tall
- jpg, png, gif (non-animated) accepted

Materials Due Date: Friday, July 3, 2020