



# 2021 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 \_\_\_\_\_  
 E-mail \_\_\_\_\_

If Applicable, Agency Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State or Province \_\_\_\_\_  
 Zip/Postal Code/Country \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 E-mail \_\_\_\_\_

## MASTER BREWERS COMMUNICATOR NEWSLETTER

### Banner Ad

#### 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 *Master Brewers Communicator* Issue  
 Month/Year \_\_\_\_\_ / \_\_\_\_\_

URL \_\_\_\_\_

### Native Ad

#### Ad sizes + up to 40 words of copy

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

#### Frequency

1x rate: \$1,200                      3x rate: 1,100                      6x rate: 1,000

Issue Month(s) \_\_\_\_\_

#### Materials

New digital ad                  Repeat from *Master Brewers Communicator* Issue  
 Month/Year \_\_\_\_\_ / \_\_\_\_\_

URL \_\_\_\_\_

Master Brewers Communicator Newsletter Total \$ \_\_\_\_\_

## MASTER BREWERS MOBILE APP BANNER ADS (monthly)

Ad size: 1242 pixels wide x 120 pixels tall

#### Rates:

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

Mobile App Banner Ad Total \$ \_\_\_\_\_

## TECHNICAL QUARTERLY ONLINE JOURNAL (Quarterly)

### Advertorial

Rate: \$3,000 Format: Sponsored article

### Company Spotlight

Rate: \$3,000 Format: Interview/Q&A

### Full-page Digital Ad

#### Ad Size

8.5" wide x 11" tall

#### Frequency

1x rate: \$500                      3x rate: \$450                      6x rate: \$400                      12x rate: \$350

Issue: 1                      2 (Focus Issue)                      3                      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 \_\_\_\_\_

### Native Ad

Size: 600 pixels wide x 250 pixels tall + up to 40 words of copy

Rates: 1x rate: \$1,000                      4x rate: \$900

#### Materials

New digital ad                      Repeat from *Technical Quarterly* Issue  
 Month/Year \_\_\_\_\_ / \_\_\_\_\_

URL \_\_\_\_\_

Technical Quarterly Online Journal Total \$ \_\_\_\_\_

## MASTER BREWERS DIGITAL ADS (monthly)

### Ask the Brewmasters Ad

Ad size: 450 pixels wide x 100 pixels tall

#### Frequency

4 ads in one month: \$1,500                      12 ads in three months: \$4,000  
 24 ads in six months: \$7,000                      48 ads in twelve months: \$12,000

Issue Month(s) \_\_\_\_\_

#### Materials

New digital ad

URL \_\_\_\_\_

### Homepage Banner Ad

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 \_\_\_\_\_

### Homepage Video Ad

Format: mp4                      Length: up to 20 seconds

#### Frequency

1x rate: \$800                      3x rate: \$750                      6x rate: \$700                      12x rate: \$650

Materials:  New video ad

Digital Ad Total \$ \_\_\_\_\_

## MASTER BREWERS PODCAST ADS

#### Rates:

15-second ad roll (quarterly): \$2,000 per quarter or ~13 weeks  
 Moderator shout out (Minimum of two months or 8 weeks)  
 ■ 2-month rate: \$1,200

Master Brewers Podcast Ad Total \$ \_\_\_\_\_

ADVERTISING GRAND TOTAL \$ \_\_\_\_\_

# 2021 Advertising Specifications

Send all artwork files and URL link(s) to Rhonda Wilkie at [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org).

## MASTER BREWERS COMMUNICATOR NEWSLETTER ADVERTISING

**Circulation:** More than 4,500

**Format:** E-newsletter

**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

### Banner 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

### Native Ad

#### Specifications:

- Horizontal/News Panel: Same as Banner Ad above + up to 40 words of copy
- Vertical/Navigation Panel: Same as Banner Ad above + up to 40 words of copy
- jpg, png, gif (non-animated) accepted + up to 40 words of copy – email to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

## MASTER BREWERS DIGITAL ADS (monthly)

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

### Ask the Brewmasters Ad

#### Specifications:

- 450 pixels wide x 100 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

### Homepage Banner 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

### Homepage Video Ad

**Format:** mp4

**Length:** up to 20 seconds

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

## 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](mailto:rwilkie@scisoc.org).

## TECHNICAL QUARTERLY [Online Publication]

**Circulation:** 4,000

**Format:** Online posting

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

### Advertorial

**Format:** Sponsored article – email copy to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

### Company Spotlight

**Format:** Interview/Q&A – email copy to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

### Full-page Digital Ad

**Thumbnail of full page digital ad will appear on:**

- TQ Table of Contents
- Email announcing full issue (ad will appear after the editor's message)

#### Specifications:

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

### Native Ad

#### Specifications:

- 600 pixels wide x 250 pixels tall + up to 40 words of copy – email to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

## MASTER BREWERS MOBILE APP ADVERTISING

**Format:** Digital

#### Specifications:

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

**Materials Due Date:** (2) weeks prior to ad start date

## MASTER BREWERS PODCAST ADS

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

#### Format:

- 15-second ad roll
- Moderator shout out

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

**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.

### Submit this application to:

Brianna Plank, Director, Business Development  
[bplank@scisoc.org](mailto:bplank@scisoc.org) | +1.651.994.3819