



2022 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 \$ _____

EMAIL BLAST

\$3,000

Email Blast 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: 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

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

Moderator shout out (8 weeks): \$1,200

"First thanked" sponsorship (8 weeks): \$2,400

Master Brewers Podcast Ad Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

2022 Advertising Specifications

Send all artwork files and URL link(s) to Rhonda Wilkie at 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

EMAIL BLAST

Materials Needed: html, logo + URL

Materials Due Date: (1) week prior to email send date

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

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.

TECHNICAL QUARTERLY (Online Publication)

Circulation: 4,000

Format: Online posting

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

Advertisorial

Format: Sponsored article – email copy to rwilkie@scisoc.org

Company Spotlight

Format: Interview/Q&A – email copy to 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

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:

- 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

Homepage Video Ad

Format: mp4

Length: up to 20 seconds

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 | +1.651.994.3819