



# 2023 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 \_\_\_\_\_

## 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: \$650      6 months: \$3,200  
 3 months: \$1,800      12 months: \$5,800

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 \$ \_\_\_\_\_

## WEBINAR SPONSORSHIP

15-second ad roll (one available per webinar!)

#### Frequency

1x rate: \$2,000      3x rate: \$5,000      6x rate: \$10,000      12x rate: \$15,000

**Webinar Sponsorship 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: \$650      2x rate: \$1,800      3x rate: \$3,200      4x rate: \$5,800

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: \$1,200      2x rate: \$1,100      4x rate: 1,000

#### Materials

New digital ad      Repeat from *Technical Quarterly* Issue

Month/Year \_\_\_\_\_ / \_\_\_\_\_

URL \_\_\_\_\_

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

## 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: 600 pixels wide x 250 pixels tall

#### Frequency

1 month: \$650      6 months: \$3,200  
 3 months: \$1,800      12 months: \$5,800

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 \$ \_\_\_\_\_**

## PODCAST ADS (Quarterly)

#### Rates:

15-second ad roll: \$2,200  
 Moderator shout out: \$2,000  
 First thanked: \$2,500

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

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

# 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)

## EMAIL BLAST

**Materials Needed:** html, logo + URL

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

## WEBINAR SPONSORSHIP

**Format:** 15-second ad roll

#### Specifications:

- Ad roll copy
- Logo
- URL

**Materials Due Date:** (1) week prior to live webinar date

## MASTER BREWERS PODCAST ADS

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

#### Format:

- 15-second ad roll
- Moderator shout out
- First-thanked

**Materials Due Date:** (2) weeks prior to first episode ad appears in

## 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 \_\_\_\_ / \_\_\_\_ / \_\_\_\_    CVV Code \_\_\_\_  
month    year    3 or 4 digits

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

### Advertisorial

**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 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:

- 600 pixels wide x 250 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 & Strategic Development  
[bplank@scisoc.org](mailto:bplank@scisoc.org) | +1.651.994.3819