



2018 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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
 Business Development Manager
bplank@scisoc.org
 +1.651.994.3819

TECHNICAL QUARTERLY (online only)

Rates
 1x rate: \$925 2x rate: \$1,725 3x rate: \$2,125 4x rate: \$2,425

Issue
 Issue 1 Issue 2 Issue 3 Issue 4

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 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: \$500 6 months: \$2,700
 3 months: \$1,425 12 months: \$4,800

Issue Month(s) _____

Materials
 New digital ad
 Repeat from previous *Master Brewers Communicator* Issue
 Month/Year ____ / ____
 URL _____

Master Brewers Communicator Total \$ _____

HOMEPAGE DIGITAL ADVERTISING

Ad size: 400 pixels wide x 276 pixels tall

Frequency
 1 month: \$550 6 months: \$2,750
 3 months: \$1,475 12 months: \$4,850

Issue Month(s) _____

Materials
 New digital ad
 Repeat from previous month _____
 URL _____

Homepage Digital Ad Total \$ _____

COMMUNITY SITE DIGITAL ADVERTISING

Ad size: 160 pixels wide x 560 pixels tall

Frequency
 1 month: \$550 6 months: \$2,750
 3 months: \$1,475 12 months: \$4,850

Issue Month(s) _____

Materials
 New digital ad
 URL _____

Community Site Digital Ad Total \$ _____

BREWING SUMMIT 2018 PROGRAM BOOK AD (4-color only)

Rates

| | | |
|-----------|----------------|-------------------------|
| | Regular | Special Position |
| Full Page | \$2,200 | \$2,600 |
| Half Page | \$1,600 | Not Available |

Materials
 New program book ad

Brewing Summit 2018 Program Book 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.

2018 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

2018 Technical Quarterly Schedule (online only)

| Issue | Orders Due | Materials Due | Posted Online** |
|-------|------------|---------------|-----------------|
| #1 | 2/13/2018 | 2/27/2018 | 3/9/2018 |
| #2 | 5/15/2018 | 5/29/2018 | 6/8/2018 |
| #3 | 8/16/2018 | 8/30/2018 | 9/10/2018 |
| #4 | 11/14/2018 | 11/27/2018 | 12/10/2018 |

** Approximate date of final issue posted. Early receipt of materials allows for initial articles to post early.

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

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

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

BREWING SUMMIT 2018 PROGRAM BOOK ADVERTISING (4-color only)

Format: Print and PDF Program Book used at Brewing Summit 2018 in San Diego, CA.

Ad Sizes:

| | Width | Height |
|----------------------|--------|---------|
| Full-Page | 7" | 10" |
| Full-Page Bleed* | 8-3/4" | 11-1/4" |
| Half-Page Vertical | 3-3/8" | 10" |
| Half-Page Horizontal | 7" | 4-7/8" |

Ad Specifications:

- Trim size 8-1/2" wide x 11" tall
- *Bleed art must measure 8-3/4" wide x 11-1/4" tall
- Keep live matter 1/4" from trim edges
- eps, tif, PDF files accepted

Materials Due Date: June 5, 2018