

Master Brewers Association of the Americas

2011 Vendor Alliance Program & Media Kit

Whether through advertising, e-mails, or exhibiting, you find it important to keep your company in the forefront of your customers' thoughts. That is why MBAA has created the Vendor Alliance Program. The various levels offered in this program allow you to connect with your target audience throughout the year through MBAA communications and at the annual conference at a discounted rate.

By taking part in the Vendor Alliance Program, you will connect with executive and supervisory personnel in production, engineering, quality control, research, packaging and material handling, maintenance, and administration in brewing and associated industries. These are the decisions makers you want to reach!

These versatile levels were created to meet your needs. For more details on the program, read the following information or contact Barbara Divver at +1.239.410.8615 or barbara@fernmanagement.com.

Components of the Vendor Alliance Levels

MBAA Annual Conference Exhibits and Program Book

October 13–15, 2011 • Minneapolis, MN, U.S.A.

The MBAA Annual Conference is your place to meet face-to-face with decision makers in key production and technical positions from major breweries and related industries worldwide. The conference features technical sessions, posters, and workshops, as well as exhibit sessions. The conference Program Book lists all of these activities and events, as well as the program. Exhibitors also benefit from the unique design of the program, which is arranged so exhibit sessions do not run concurrently with other programming.

Publications

Technical Quarterly

The *Technical Quarterly* features papers covering a wide range of technical aspects of brewing, including ingredients, the brewing process, brewing by-products, environmental considerations, beer packaging, beer flavor, and physical stability.

The MBAA Communicator

The MBAA Communicator is distributed on the first and third week of each month. It features MBAA news, including upcoming events, letters from the Board, District updates, and articles featuring basic brewing information.

Website

Homepage/News on Tap!

The MBAA homepage is a great place to connect with your target audience. People come to www.mbaa.com to discover the latest association news, information on upcoming events, and the latest industry news through the News on Tap! Advertisers will receive prime placement just below the News on Tap! RSS feed.



www.mbaa.com/advertise

Vendor Alliance Levels



PLATINUM—\$12,000

- Recognition as a Platinum Vendor at the 2011 MBAA Conference
- 2 Promotional Articles in *The MBAA Communicator*
- Recognition as a Platinum Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Platinum Vendor in the *Technical Quarterly*
- 2 Navigation ads in *The MBAA Communicator*
- 2 News Panel ads in *The MBAA Communicator*
- 1 month rotating logo recognition in *News on Tap*

GOLD—\$9,000

- Recognition as a Gold Vendor at the 2011 MBAA Conference
- 1 Promotional Article in *The MBAA Communicator*
- Recognition as a Gold Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Gold Vendor in the *Technical Quarterly*
- 1 Promotional article in *The MBAA Communicator*
- 2 News Panel ads in *The MBAA Communicator*

SILVER—\$6,000

- Recognition as a Silver Vendor at the 2011 MBAA Conference
- Recognition as a Silver Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Silver Vendor in the *Technical Quarterly*
- 1 News Panel ad in *The MBAA Communicator*

BRONZE—\$3,000

- Recognition as a Bronze Vendor at the 2011 MBAA Conference
- Recognition as a Bronze Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Bronze Vendor in the *Technical Quarterly*

2011 MBAA Advertising Order Form

Space Reservation:

Company Name (as it should appear in the Advertisers' Index) _____

Website _____

Contact Person _____

Title _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Telephone _____

Fax _____

E-mail _____

Agency Name _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

Technical Quarterly (Electronic) Advertising

Full Page, Four-color Rates \$ _____

☐ 1x \$1,850 ☐ 3x \$4,650 (\$1,550/ad)

☐ 2x \$3,400 (\$1,700/ad) ☐ 4x \$5,600 (\$1,400/ad)

Special Position (additional) \$ _____

☐ Inside Front Cover \$325 ☐ Facing First Article \$300

☐ Facing TOC \$300 ☐ Other \$200

Technical Quarterly Total \$ _____

Materials

☐ Repeat Ad ☐ Technical Quarterly Issue/Year _____

☐ Program Book Year _____

☐ We will send artwork.

☐ Our agency will send materials and insertion order.

The MBAA Communicator Advertising

News Panel Ad Rates \$ _____

☐ 1x \$750 ☐ 8x \$5,200 (\$650/ad)

☐ 2x \$1,400 (\$700/ad) ☐ 12x \$7,500 (\$625/ad)

☐ 4x \$2,700 (\$675/ad)

Navigation Panel Ad Rates \$ _____

☐ 1x \$375 ☐ 8x \$2,400 (\$300/ad)

☐ 2x \$700 (\$350/ad) ☐ 12x \$3,300 (\$275/ad)

☐ 4x \$1,300 (\$325/ad)

The MBAA Communicator Total \$ _____

Materials

☐ Repeat from _____

The MBAA Communicator Month/Year _____

☐ We will send artwork.

☐ Our agency will send materials and insertion order.

Homepage Ad

4-week rate \$350

Homepage Total \$ _____

Materials

☐ We will send artwork.

☐ Our agency will send materials and insertion order.

MBAA Program Book Advertising

Four-color Advertising Rate \$ _____

☐ Bleed ☐ Nonbleed

☐ Full page \$1,750

☐ 2-page spread \$2,375

☐ Half-page vertical \$1,550

☐ Half-page horizontal \$1,550

Special Position (additional) \$ _____

☐ Inside front cover \$290

☐ Inside back cover \$230

☐ Back cover \$335

☐ Other special position \$180

(select one)

☐ Page facing

☐ Inside Front Cover

☐ Program Overview

☐ Table of Contents

☐ Start of Program

☐ General Information

☐ Other Page _____

Program Book Total \$ _____

Materials

☐ Repeat Ad ☐ Program Book Year _____

☐ Technical Quarterly Issue/Year _____

☐ We will send artwork.

☐ Our agency will send materials and insertion order.

Advertising Total \$ _____

Payment Options

☐ Invoice Company ☐ Invoice Ad Agency

☐ Check made payable to MBAA 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

Card No. _____

Expiration Date (month/year) ____ / ____

Signature _____

Name of Cardholder _____

Agency commission and Payment Terms: 15% commission only to recognized agencies if invoice is paid within 30 days of invoice date. Invoiced on publication date. No cash discount. Commission is not allowed on other mechanical charges.

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed) _____

Signature _____

See reverse side for further information, deadlines, and mechanical information.

Advertising Mechanicals

Technical Quarterly

Circulation: Approximately 2,375

Format: Online Page-turn Journal

Editorial Calendar

Issue	Order Close Date	Materials Due Date	Publication Mail Date
#1, 2011	2/14/11	2/18/11	3/10/11
#2, 2011	5/16/11	5/20/11	6/9/11
#3, 2011	8/22/11	8/26/11	9/15/11
#4, 2011	11/14/11	11/18/11	12/8/11

Ad Size

Space	Width	Depth
Full page	8-1/2"	11"

Program Book

Circulation: Approximately 500

Format: Printed Book

Editorial Calendar

Order Close Date	Materials Due Date
9/8/11	9/13/11

Ad Sizes

Space	Width	Depth
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"

* Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.

Trim Size: 8-1/2" wide x 11" deep

Special Positions

2011 MBAA Annual Conference Program Book advertisers have right of first refusal for one additional year on MBAA Program Book special ad position, subject to a commitment deadline of December 31, 2011.

The MBAA Communicator

Circulation: Approximately 2,200

Format: e-Newsletter

Editorial Calendar

Ad Close Date: Last Tuesday of each month.

Ad Materials Due Date: Last Tuesday of each month.

E-mail Date: First Tuesday of each month.

Ad Sizes

News Panel Ad: 360 pixels wide x 150 pixels high

Navigation Panel Ad: 135 pixels wide x 150 pixels high

Acceptable File Formats

Medium: CD or e-mail

Platform: Macintosh or PC

Software: Adobe InDesign, Illustrator CS, Photoshop CS

Format: jpg or gif

Resolution: 72 dpi

Acceptable File Formats

Medium: CD or e-mail

Platform: Macintosh or PC

Software: Adobe InDesign, Illustrator CS, Photoshop CS

Format: PDF

Resolution: minimum 200 dpi

- Embed fonts and flatten all transparencies.
- To be searchable, text must be selectable. Selectable web and e-mail addresses in the copy will be linked.
- The file should not contain hidden layers, masked text, or bleed, gutter, or crop marks.
- Files must be set up at 100% of output size.
- Media files provided in other programs or any other work required to complete the ad will be subject to production charges.

Printing Method: Offset

Stock: Printed on 60-lb opaque offset, with cover on a 12-point stock, coated on one side.

Binding: Saddle-stitched

Acceptable File Formats

Medium: CD or e-mail

Platform: Macintosh

Software: Adobe InDesign, Illustrator CS, Photoshop CS

Format: eps, tif, or PDFv1.3 (Acrobat 4.0 compatible)

Resolution: 4C – 300 dpi; Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be included.
- It is requested that a hard copy of the file accompany your file. For color proofing a SWOP-quality contact proof should be supplied.
- Files must be set up at 100% of output size, allowing 1/8" bleed for full page bleed ads.
- Media files provided in other programs or any other work required to complete the ad will be subject to production charges.

Homepage

Format: Online Homepage

Ad Size: 150 pixels wide x 200 pixels high

Editorial Calendar

Homepage ads will be placed online by the Monday of the first full week of each month. Ads should be received by the second week of the preceding month.

General Information—Production Services: Production changes or services are billed at \$100 minimum. Invoice is issued on publication date.

Advertising Material Storage: Electronic files will be held for one year after print and then discarded unless requested to be returned. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed 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.

