



# Advertising Kit 2020-2021

## ONLINE ADVERTISING OPPORTUNITIES WITH THE CCBA

Looking to build your company's profile and market to the craft beer industry? CCBA has developed the following advertising opportunities for your business. These opportunities will help show your support for the community and remind breweries where to go for needed products and services.

To reserve your ad contact [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com)

### ADVERTISING OPPORTUNITIES:

- CCBA Weekly Bulletin "Partner Spotlight" (exclusive) | \$150
- CCBA Sponsored Email Blast to Brewery Members (exclusive) | \$500
- CCBA Social Media Sponsored Packages | \$100-\$400
- CCBA Website: Members-Only Section Partner Banner (exclusive for 3 months) | \$300

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## CCBA WEEKLY BULLETIN PARTNER SPOTLIGHT (EXCLUSIVE)

\$150.00 (ONE AVAILABLE EACH WEDNESDAY)

The "Partner Spotlight" in our Weekly Bulletin is distributed to 2,400 industry members with a 45% open rate. The placement of the add is high in the Weekly Bulletin, under any "top news" and before some of our most read sections: Government Affairs Update and Know Your ABCS.

### AD SPECS:

- Title: 1 sentence or less
- Description: 100 words maximum
- Graphic: Logo or image 185/129 pixels or CCBA will resize as needed

### EXAMPLE:

**CCBA PARTNER SPOTLIGHT**

**Arryved Point of Sale for Breweries**  
Arryved streamlines every component of your taproom into a Point of Service.

From the mobile, customizable POS, to the beer-specific data insights, built-in loyalty program and integrated digital menu board-we have everything you need to turn your taproom into a showroom. The Arryved mobile app and online store will keep you and your guests safe with contactless payments in-person, to-go and delivery. Behind the scenes, our world-class support team comes straight from the craft industry and is on-call with a catered solution to any challenge.

Questions about pricing and details? Our team has the answers at [sales@arryved.com](mailto:sales@arryved.com)



**Point of Sale for the Craft Brewing Industry**

## CCBA SPONSORED EMAIL BLAST TO BREWERY MEMBERS (EXCLUSIVE)

\$500.00 EACH (TWO AVAILABLE EACH MONTH)

This exclusive email blast is sent from the CCBA on behalf of your company. Your content will be shared with over 1700 brewery and brewery-in-planning members. The two available email blasts per month are scheduled for the 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the month (*pending any immediate legislation or regulatory email sent by the CCBA*).

### **EMAIL AD SPECS:**

- Subject line: please keep to 60-80-character count
- Body of the email
- Website address for more information
- Graphic Image: can be size 540x260
- Business Contact information

**Deadline:** Content must be provided to CCBA 7 business days prior to the release date. CCBA will send a test email to the sponsor 72 hours prior. Final approval must be made 48 hours prior to release. *CCBA reserves the right to review the message and content of the email prior to sending.*

[VIEW A PAST SPONSORED EMAIL HERE.](#)

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## CCBA SOCIAL MEDIA SPONSORED PACKAGES

\$100-\$400 (TWO PACKAGES AVAILABLE EACH MONTH)

The CCBA will share your sponsored content on our social media pages. The audience on our social media is a mix of brewing industry members and consumers.

CCBA's social media reach (as of September 2020):

[Twitter](#)- 2,400

[Facebook](#)- 10,700

[Instagram](#)- 7,000

### **Tier 1 Package \$100:**

- Twitter Posts (two in a week)
- Instagram Story (one story in a 24hr period)

### **Tier 2 Package \$400:**

- Twitter Posts (three in a week)
- Instagram Story (three stories in a 24hr period)
- One Facebook post

### **AD SPECS:**

- Twitter posts:
  - Text: 280-character limit (this includes any hashtags or links)
  - Image: You can add an image to the twitter post as well
- Instagram Story:
  - Text: Please include a short sentence and hash tags you would like featured.
  - Image: Ideal image size is 1,080 x 1,920 pixels\*
  - CCBA will share a screenshot of the Instagram story with the sponsor for approval prior to release.

- Facebook Post:
  - Text: Please keep the text to about 300 characters and include any links
  - Image: 1200 x 630

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## CCBA WEBSITE: MEMBERS-ONLY SECTION PARTNER BANNER

\$300 (EXCLUSIVE SPONSOR FOR THREE MONTHS)

Get your company in front of brewery members with a banner ad on the left side bar of the CCBA members-only-section of the website for three months. The audience is exclusively CCBA members and we typically see about 1500-2000-page views on our members-only section over the course of three months.

### AD SPECS:

- Image should be sized to 360px wide at 72dpi
- Please also provide a website address for the image to link to.

Placement of the Ad is shown below:

The image shows a screenshot of the CCBA website's members-only section. On the left, the CCBA logo is displayed, consisting of a circular emblem with 'CALIFORNIA' at the top, 'CCBA' in the center, and 'CRAFT BREWERS ASSOCIATION' at the bottom. A red arrow points from the logo down to a black-bordered box containing the text 'Your Ad Here'. To the right of the logo is the text 'CALIFORNIA CRAFT BREWERS ASSOCIATION'. Further right, there are navigation links: 'HOME | CONTACT US' followed by social media icons for Twitter, Facebook, and Instagram. Below these is a banner for 'Ca CRAFT BEER SUMMIT' with a 'CLICK FOR INFO' button. A horizontal menu contains the following items: 'ABOUT US', 'CRAFT BEER', 'BREWERY MAP', 'BLOG', 'ADVOCACY', 'EVENTS', and 'MEMBERS ONLY'. Below the menu is a section titled 'MEMBERS ONLY' which contains three dark red rectangular buttons with white text: 'Government Affairs', 'ABC Education & Consultation', and 'Regulatory Compliance'.