



2024 CCBA Advertising Kit

ONLINE ADVERTISING OPPORTUNITIES WITH THE CCBA

Looking to build your company's exposure 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 info@californiacraftbeer.com

ADVERTISING OPPORTUNITIES

- CCBA Bi-Weekly Newsletter "Partner Spotlight" (exclusive) | \$200
- CCBA Sponsored Email Blast to Brewery Members (exclusive) | \$500
- CCBA Social Media Sponsored Packages | \$175-\$400
- CCBA Website: Members-Only Section Partner Banner (exclusive for 3 months) | \$300

CCBA BI-WEEKLY NEWSLETTER PARTNER SPOTLIGHT (EXCLUSIVE)

\$200.00 (ONE AVAILABLE EVERY OTHER WEDNESDAY)

The "Partner Spotlight" in our bi-weekly newsletter is distributed to 1,700 industry members with a 52% open rate. The placement of the ad is under any "top news" and before some of our most read sections: Government Affairs Update and Business FAQ.

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



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

CCBA SPONSORED EMAIL BLAST TO BREWERY MEMBERS

(EXCLUSIVE)

\$500.00 EACH (ONE PER MONTH)

This exclusive email blast is sent from the CCBA on behalf of your company. Your content will be shared with over 1,700 brewery and brewery-in-planning members. The available email blast is scheduled on the 2nd or 4th 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.](#)

[AND A 2ND EXAMPLE HERE.](#)

CCBA SOCIAL MEDIA SPONSORED PACKAGES

\$175-\$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 following is over 22,000 as of May 2024.

[Twitter](#)- 2,400

[Facebook](#)- 11,000

[Instagram](#)- 8,400

TIER 1 PACKAGE \$175:

- 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

CCBA WEBSITE: MEMBERS-ONLY SECTION PARTNER BANNER

\$300 (EXCLUSIVE SPONSOR FOR THREE MONTHS)

Get your company in front of breweries 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 brewery members and depending on the time of year there are roughly 20,288 page views 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 screenshot displays the CCBA website's members-only section. At the top left is the CCBA logo, a circular emblem with 'CALIFORNIA' at the top, 'CCBA' in the center, and 'CRAFT BREWERS ASSOCIATION' at the bottom. To its right is the text 'YOUR AD HERE' in red, with a red arrow pointing to a red-bordered box containing a 'CALIFORNIA CRAFT BEER WEEK' banner. The banner features a blue top section with 'CALIFORNIA CRAFT BEER WEEK' and a bottom section with 'JULY 21-30 2023 #CABEERHERE'. The top right of the page includes navigation links: 'HOME | CONTACT US' and social media icons for Twitter, Facebook, and Instagram. Below this is a red 'CRAFT BEER Summit' button with 'MORE INFO' and a right-pointing arrow. A horizontal menu below the navigation contains: 'ABOUT US - CRAFT BEER - BREWERY MAP BLOG ADVOCACY - EVENTS - MEMBERS ONLY -'. The main content area is titled 'MEMBERS ONLY' and contains a grid of six dark red boxes with white text: 'Government Affairs', 'ABC Education & Consultation', 'Regulatory Compliance', 'Past Presentations and', 'Member Benefits &', and 'Member Directory'. The 'PARTNER SPOTLIGHT' section is visible on the left side of the main content area.