


# NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

85TH ANNUAL CONVENTION  
AND PRODUCT SHOWCASE

OCTOBER 9-12, 2022 | CHICAGO, IL



**ADVERTISING  
OPPORTUNITIES**

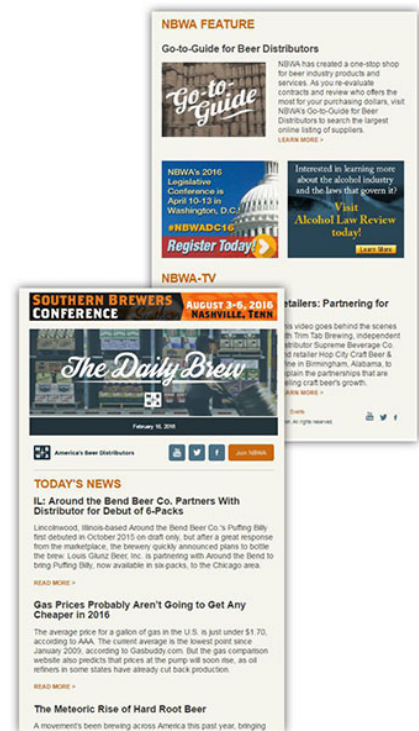
# DIGITAL ADVERTISING OPPORTUNITIES

## DAILY BREW EMAIL NEWSLETTER

Reach NBWA members and industry leaders year-round with placement in the Daily Brew email newsletter. Featuring the latest news impacting the beer distribution industry, The Daily Brew reaches an audience of over 7,000 distributor members and non-member industry peers. The newsletter is emailed daily to subscribers Monday through Friday, every week of the year. The Daily Brew is a digital publication only, with daily distribution.

### DAILY BREW STATISTICS

- Year-round average open rate: 26.1%
- Year-round average click rate: 4.2%
- 45% of the audience regularly engages with the newsletter
- 2020 Convention Week average open rate: 27.9%
- 2021 Convention Week average open rate: 51.05%



## TOP BANNER AD

The Top Banner Ad is the first image presented to the reader in the Daily Brew. Your 600 X 68 pixel ad will hyperlink to the URL of your choice. Accepted file types: JPG or PNG.

- \$1,000 per week
- \$1,500 per weeks surrounding Convention (9/25/22, 10/2/22 & 10/9/22)

## MIDDLE UNIT AD

The Middle Unit Ad is a great way to catch readers' attention as they're catching up on the newsletter. Your 200 X 233 pixel ad will hyperlink to the URL of your choice. Accepted file types: JPG or PNG.

- \$500 per week
- \$750 per weeks surrounding Convention (9/25/22, 10/2/22 & 10/9/22)

## AD TAKEOVER PACKAGE

Earn a complimentary middle unit ad when you purchase the Ad Takeover Package. The bundle includes the Top Banner Ad and 2 middle unit ads, rounding out the entire newsletter with your advertisements.

- \$1,500 per week
- \$2,250 per weeks surrounding Convention (9/25/22, 10/2/22 & 10/9/22)

## PAID ASSOCIATE MEMBER VIEWPOINT

In addition to NBWA members' benefit of the publishing of a quarterly Associate Member Viewpoint, you can purchase additional space a la carte.

- \$500 per day

## WHAT'S ON TAP NEWSLETTER

The What's On Tap newsletter is the official daily newsletter of the NBWA convention. This daily, digital update is sent to attendees and exhibitors every morning of the convention with daily event news and information. The What's On Tap newsletter is a digital publication only, with daily distribution during the week of the fall convention on Sunday, October 9, Monday, October 10, and Tuesday, October 11, 2022.

### WHAT'S ON TAP STATISTICS

- 2020 Convention Week average open rate: 53%
- 2021 Convention Week average open rate: 52.71%

### BANNER AD

The clickable Banner Ad catches the attention of every attendee as they look for the latest convention updates. Your 600 X 68 pixel ad will hyperlink to the URL of your choice. Accepted file types: JPG or PNG.

- \$2,000 per day

### SPONSOR SPOTLIGHT PARAGRAPH

Use this premier location to feature your company's latest product or service, or promote your exhibit booth presence at the conference. This space contains a 50 word paragraph to grab the reader's attention, and a "learn more" link that will route to the URL of your choice.

- \$2,000 per day

### BANNER AD / SPONSOR SPOTLIGHT PARAGRAPH COMBO

Make the most of your What's On Tap investment by combining the Banner Ad and Sponsor Spotlight Paragraph all in one newsletter. The banner ad and article hyperlinks can route to the same or different URLs.

- \$3,800 per day

# PRINT ADVERTISING OPPORTUNITIES

## BEER ROUTE NEWSLETTER

The Beer Route Newsletter gives the latest on the beer distribution industry and provides an update on recent activities going on at NBWA. The Beer Route is published twice every year, with the spring edition published during NBWA's Legislative Conference, and the fall edition published during NBWA's Annual Convention. The newsletter is distributed in print at the meetings, and is made available at nbwa.org.

- **Quarter Page Ad:** \$1,000
- **Half Page Ad:** \$1,750
- **Full Page Ad:** \$3,000



## CONVENTION PROGRAM

The NBWA Convention Program is the full overview of the conference, where attendees will look to for general information, schedules, session descriptions, exhibit and sponsorship information, floor plans, and more. The program is distributed in print at the convention.

- **Half Page Ad:** \$1,500
- **Full Page Ad:** \$3,000



## NBWA ADVERTISING RATES AND MATERIALS SUMMARY

DAILY BREW (DIGITAL)				
AD	RATE	CONVENTION RATE*	SIZE	TYPE
Top Banner Ad	\$1,000 per week	\$1,500	600 x 68 pixels	JPG or PNG
Middle Unit Ad	\$500 per week	\$750	280 x 233 pixels	JPG or PNG
Ad Takeover Package	\$1,500 per week	\$2,250	Banner + 2x Middle Unit	JPG or PNG
Associate Member Viewpoint	\$500 per day		Article Title, Overview (2-3 Sentences) & URL	

\*Adjusted pricing for weeks surrounding Convention (9/25/22, 10/2/22 & 10/9/22)

WHAT'S ON TAP (DIGITAL)				
AD	RATE	SIZE	TYPE	HYPERLINK
Banner Ad	\$2,000 per day	600 x 68 pixels	JPG or PNG	URL link to website
Sponsor Spotlight Paragraph	\$2,000 per day	Paragraph: 50 words		URL for "learn more" link
Combo	\$3,800 per day	Ad + Paragraph		URLs for both

BEER ROUTE (PRINT)				
AD	RATE	SIZE	BLEED	SPECS
Quarter Page Ad	\$1,000	3.5" w x 4.5" h	No bleed	File type: PDF or JPEG Resolution: 300 dpi Full Color - CMYK
Half Page Ad	\$1,750	7.5" w x 4.5" h	No bleed	
Full Page Ad	\$3,000	9.5" w x 11" h	Bleed	

CONVENTION PROGRAM (PRINT)				
AD	RATE	SIZE	BLEED	SPECS
Half Page Ad	\$1,500	4.125" w x 4.125" h	No bleed	File type: PDF or JPEG Resolution: 300 dpi Full Color - CMYK
Full Page Ad	\$3,000	4.125" w x 8.5" h	Bleed	

### ADVERTISING DEADLINES

Print reservations must be made by Friday, August 26, 2022.

Print materials must be submitted to [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com) by Thursday, September 8, 2022.

Digital materials must be submitted to [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com) by Friday, September 16, 2022.

## CONTACT US TO RESERVE YOUR ADS

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