

For the Craft Brewing Professional

ENTREPRENEUR OCTOBER 2014

CRAFT brand

AND MARKETING

For the
Craft Brewing
Professional



A man in a blue polo shirt and a blue baseball cap is sitting on a metal staircase in a brewery. He is holding a glass of beer to his mouth and drinking. The background shows industrial equipment and more beer bottles.

Jeff White
Creative Director
Rahr & Sons Brewing Co.

Game changers

How Rahr & Sons continues to
revolutionize its brand play

PLUS:
Growing the beer market
is as easy as expanding the
opportunities for everyone

Photography by Gary Goodman

Sponsorships

Our sponsorship opportunities can put your company in the spotlight.

Magazine Ad Inserts

Reach out to our community through a series of creative advertising programs. It's a cost-effective way to promote your products and services.

Reprints

Ad and editorial reprints will help build your company's industry presence and credibility.

Ad Lamination Boards

Reinforce your advertising campaign by displaying these laminated ad boards at trade shows.

Classified Advertising

Get your message to the street with our highly effective classified advertising placements. Promote your products and/or services or share job openings.

List Rentals

Target leading craft brewing executives with your next direct marketing campaign by renting our CBAM subscriber list.

Web Banners & Buttons

Get in front of your industry colleagues and increase your company's website traffic with a banner ad or button on our CBAM website.

Banner - 459 x 52 pixels.

Button - 120 x 90 pixels. FORMAT: GIF or JPEG.

FILE SIZE: Banner - 15K max; Button - 10K max.

AD SIZE/RATES:

2 page Spread – \$1600

(Trim 18x10.75; Bleed 18.25x10.75)

Full page - \$900

(Trim 9x10.75; Bleed 9.25x10.75)

Half page - \$700 (7.75x5 Non-bleed ad)

Quarter page - \$500 - (3.75 x 5 Non-bleed ad)

Lead Advantage®

Qualified advertisers receive pre-qualified sales leads from our bi-monthly, extensive tele-research surveys of *Craft Brand and Marketing* subscribers. Each Lead Advantage report reveals the 12-month purchase plans of key decision-makers in major product categories. It's information you need to close more sales.

Direct Mailer/Survey

100 piece - direct mailer (CBAM Magazine pays the postage). 500 piece - mailer survey to find out how much CBAM magazine subscribers know about your company. If you would like further information, please call 401-226-6366.



As one of the industry's most important resources, *Craft Brand and Marketing* will be an essential vehicle for telling your story the world.

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