



## 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.

# CRAFT brand AND MARKETING

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