



Advertising & Sponsorship Opportunities



Over 1.2 million people brew their own beer at home in the United States. The American Homebrewers Association® (AHA) is a not-for-profit organization based in Boulder, Colo., dedicated to promoting the community of homebrewers and empowering homebrewers to make the best beer in the world. Since 1978, the AHA has worked to educate people worldwide about the coolest hobby there is—homebrewing. The AHA is a division of the Brewers Association.



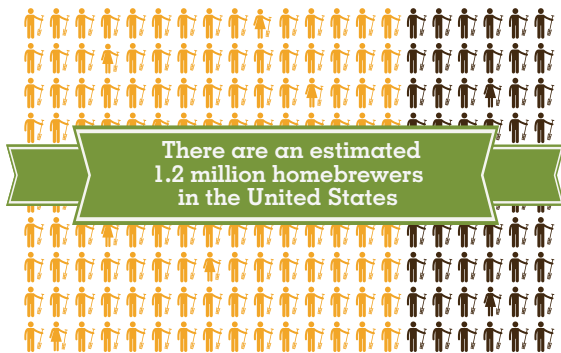
Purpose

To promote and protect American craft brewers, their beers and the community of brewing enthusiasts.

Mission

By 2020, America's craft brewers will have more than 20 percent market share and will continue to be recognized as making the best beer in the world.

Who are American Homebrewers Association® Members?



Two-thirds began homebrewing in 2005 or later

so most have 8 years or less brewing experience



The average homebrewer is 40 years old, with most (60%) falling between ages 30-49



78%

are married or in a domestic partnership

44,000+

American Homebrewers Association Members

800+

Homebrew Supply Shops



69% have a college degree or some form of higher education



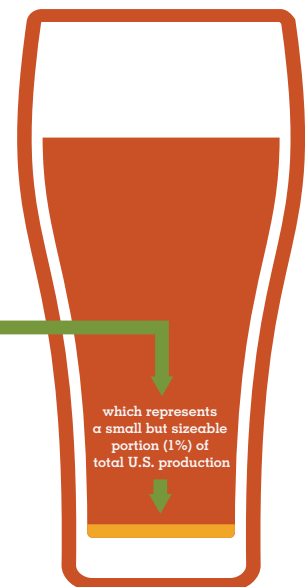
Nearly 60% have household incomes of \$75,000 or more

Strongest reason for brewing is enjoying the **creative/artistic aspects** of the process (88% strongly agree). They also brew because they like to **customize the taste** (79%), they enjoy **sharing beer with others** (74%) and they like the science (70%).

Over **40% have made cider, mead or wine** in the past year, while nearly 60% only make beer.

Activities most enjoyed include: pubs/breweries (92%), dining out at restaurants (74%), cooking (70%) and traveling (64%). They also like camping, pets, live music and sporting events.

Collectively, homebrewers produce more than **2 million barrels of brew a year**





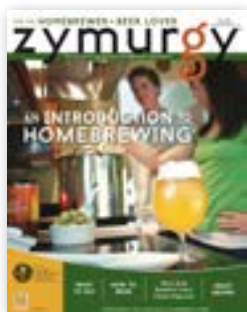
American Homebrewers Association® Opportunities Overview

Connect with beer enthusiasts who live on the cutting edge of the craft, living and breathing passion for craft beer. The American Homebrewers Association (AHA) is a rapidly growing membership division of more than 45,000 homebrewing and beer enthusiasts.



Zymurgy Magazine..... 6

The preeminent magazine for homebrewers and beer enthusiasts, *Zymurgy* is more than a magazine to its readers. This bi-monthly journal has a circulation of 50,000+. Your advertisement in *Zymurgy* reaches more than just casual magazine rack browsers; it promotes your company to the AHA's enthusiastic member network.



Zymurgy: An Introduction to Homebrewing..... 9

This publication prints one time per year and highlights the fundamentals for the new homebrewing enthusiast. More than 30,000 complimentary copies are given to homebrew supply shops across the country to support and spread the word about the exciting hobby. Advertising in this publication provides a long, one-year shelf life!



HomebrewersAssociation.org Banner Advertising..... 10

This website is required reading for homebrewers—members and non-members alike—with regular stories on events, recipes and action alerts. Your ad will be seen by as many as 318,000+ beer enthusiasts per month, who spend an average of six minutes on the website each visit.



AHA Forum Banner Advertising..... 11

A wealth of knowledge, the AHA Forum sees more than 331,000+ pageviews monthly and is a hub for the homebrewing community. Open to both members and non-members, your banner ad will enjoy high visibility when homebrewers are getting ready to re-equip and resupply for their next brewing project.



[What's Brewing @ the AHA e-Newsletter 12](#)

Our fun, playfully written monthly e-newsletter is a great way to put your company in front of avid homebrewers. Recent special offers on What's Brewing banner ads saw an impressive clickthrough rate.



[AHA Digital Sponsorship 13](#)

Capitalize on the popularity of all digital assets the AHA has to offer. By placing a banner ad on HomebrewersAssociation.org the AHA Forum and What's Brewing @ AHA e-Newsletter, plus run top on the AHA for a month.



[CraftBeer.com Banner Advertising & Digital Sponsorship 14](#)

Recently rated The Beer Website of the Year by Men's Journal, CraftBeer.com provides advertising exposure to beer enthusiasts, beginners and experts alike, with more than 230,000+ visits and 376,000+ pageviews per month.



[National Homebrewers Conference June 9–11, 2016 16](#)

More than 4,000 homebrewers and beer enthusiasts gather each summer to enjoy a week of unbridled fun and attend educational seminars. Your sponsorship will put your company in front of the country's elite homebrewers as they learn and network.



[Great American Beer Festival Sponsorships October 6–8, 2016 22](#)

Reach more than 60,000 festival attendees at the moment they love beer the most—during the internationally recognized Great American Beer Festival. Your advertising and/or sponsorship will be seen by the general consumer, hobbyists and brewers alike.

Become a [member](#) of the American Homebrewers Association!

Please contact us about American Homebrewers Association advertising and sponsorship opportunities.

Kari Harrington | Business Development Manager for Advertising & Sponsorship (West) 303.447.0816 Ext. 167 | kari@brewersassociation.org
Tom McCrory | Business Development Manager for Advertising & Sponsorship (East) 303.447.0816 Ext. 151 | mccrory@brewersassociation.org



Zymurgy®

Zymurgy is the first and last word in homebrewing and beer culture—the preeminent magazine for homebrewers and beer enthusiasts. Zymurgy is more than a magazine to its 70,000 readers—most of which are American Homebrewers Association members, so you can rest assured that your advertising is being seen by an engaged audience. Not only that, most Zymurgy readers are American Homebrewers Association members, so you can rest assured that your advertising is being seen by an engaged audience, not just someone idly leafing through a newsstand copy. Readers trust Zymurgy and support the businesses that advertise in it.

Contents

Beer news, gadgets, jokes, reader reviews, letters to the Editor, answers to homebrewing questions, beer style insight, news and recipes from competitions around the world, events and beer happenings, homebrew shop listings, equipment and much more.

Ad Specs The Zymurgy mobile app affords even greater flexibility

Mobile: 640 pixels wide x 100 pixels tall

Tablet: 1536 pixels wide x 132 pixels tall



- 61% of homebrewers cited Zymurgy as the resource they use most often to learn about homebrewing.
- 96% of members said they would “probably” or “definitely” renew their membership, and the top-cited reason is Zymurgy.
- Nearly $\frac{2}{3}$ of members indicate that they engage with Zymurgy magazine at least once every few weeks.



Audience

Homebrewers and beer enthusiasts



50,000⁺

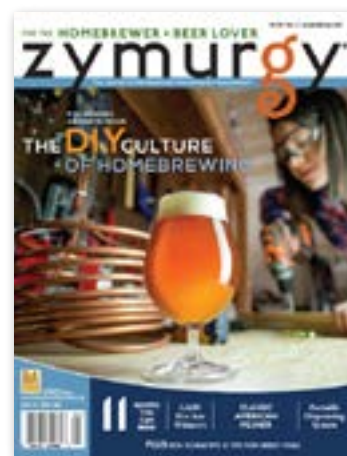
Circulation

70,000⁺

Readership

3,500⁺

Copies on Newsstands



If interested in submitting a press release, email to Editor Jill Redding, jill@brewersassociation.org



Pricing for Zymurgy Single-issue Placements

Back cover (8.5"w x 11"h)	\$2,365	1/2 page horizontal (7"w x 4.5"h)	\$840
Inside front cover (8.5"w x 11"h)	\$2,100	1/3 page vertical (2.2"w x 9.5"h)	\$620
Inside back cover (8.5"w x 11"h)	\$2,100	1/3 page square (4.63"w x 4.5"h)	\$620
Full page (bleed: 8.5"w x 11"h)	\$1,680	1/4 page horizontal (4.63"w x 3.25"h)	\$510
(no bleed: 7"w x 9.5"h)		1/6 page vertical (2.2"w x 4.5"h)	\$415
2/3 page vertical (4.63"w x 9.5"h)	\$1,100	1/6 page horizontal (4.63"w x 2.2"h)	\$415
1/2 page vertical (4.63"w x 6.875"h)	\$945		

Stand-out, specialty opportunities are also available!

Three-page Gatefold: \$9,500

Full-page Translucent Advertisement: \$5,000

Bound-in 7"w x 5"h Advertisement Insert
(With Perforated Edge): \$3,280

Bound-in Full-page Advertisement Insert
(With Perforated Edge): \$6,300

Artwork Specifications: High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art and fonts also accepted. Trim Size: 8.25"w x 10.75"h Live Area: 7.75"w x 10.25"h

Book more than one advertisement and save! See discount table [online](#)

2-3 placements = 5% discount • 4-5 placements = 10% discount • 6+ placements = 15% discount

Issue	Editorial Focus	Space Close	Artwork Due	Mail Date
January/ February	Gadgets; GABF Pro-Am	October 30, 2015	November 6, 2015	Mid-December 2015
March/April	Ingredients	January 1	January 8	Mid-February
May/June	Beyond Beer: Exploring Other Fermentations	March 4	March 11	Mid-April
July/August	Best Beers In America	April 29	May 6	Mid-June
September/ October	National Homebrewers Conference and Competition Coverage	July 1	July 8	Mid-August
November/ December	Brewing Better Beer	September 2	September 9	Mid-October
January/ February 2017	Gadgets; Equipment; GABF Pro-Am	November 4	November 11	Mid-December

All dates are 2016 unless noted otherwise.



eZymurgy

eZymurgy is the complete online version of Zymurgy magazine, and is available to all AHA members. All digital advertisements in eZymurgy will link directly to advertisers' websites.

Upgrades and Additional Functionality

Animation	\$450
Video	\$450

36,000⁺
Emails
Delivered

160,000
Pageviews per
Month

\$2,000
Cost



[eZymurgy Preview Home Page](#)

When readers access the eZymurgy preview page on HomebrewersAssociation.org your logo will be prominently displayed.



[eZymurgy Email Announcement](#)

With each new issue of eZymurgy, we will send an email announcement to 44,000 AHA members with your logo prominently displayed with the image of the eZymurgy cover.



[Digital Home Page Advertisement](#)

A full-page advertisement will brand the left of the cover when readers access eZymurgy. (Specs: 8.25" w x 10.75" h, PDF) Your logo will also be prominently displayed in the upper right-hand corner of your browser. (Specs: 100 pixels w x 35 pixels h, JPG)



[Vertical Advertisement](#)

A vertical advertisement will display to the left of each spread providing additional exposure to all readers for the entire duration of viewing the publication. (Specs: 120 pixels w x 600 pixels h, JPG)



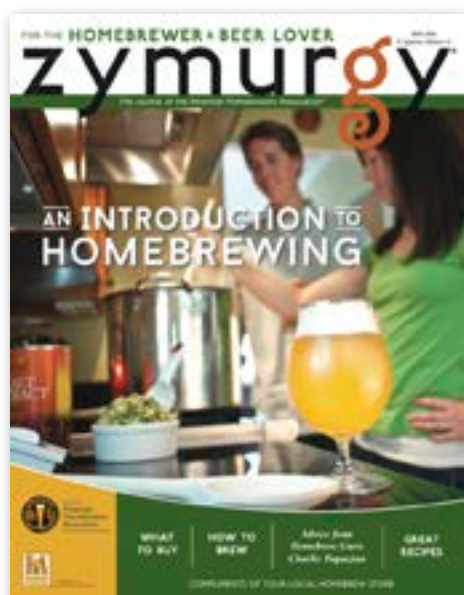
Zymurgy: An Introduction to Homebrewing

Zymurgy: An Introduction to Homebrewing covers the fundamentals for the new homebrewing enthusiast. Complimentary copies of *Zymurgy: An Introduction to Homebrewing* are provided free to homebrew supply shops across the

Audience
Novice homebrewers and beer enthusiasts

30,000+
Readership

All homebrew supply shops are eligible to receive this valuable tool to pass on, free of charge, to their customers



country to support and spread the word about the exciting hobby of homebrewing.

Advertising in this publication provides the unique opportunity to secure visibility in a magazine that has long shelf life—sometimes over a year—and a fresh, receptive audience that could potentially become your life-long customers.

Space closes: July 1

Materials due: July 8

Pricing for Single-issue Placements

Back cover (8.5" w x 11" h)	\$2,365	1/2 page horizontal (7" w x 4.5" h)	\$840
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Full page (bleed: 8.5" w x 11" h)	\$1,680	1/4 page horizontal (4.6" w x 3.25" h)	\$510
(no bleed: 7" w x 9.5" h)		1/6 page vertical (2.2" w x 4.5" h)	\$415
2/3 page vertical (4.63" w x 9.5" h)	\$1,100	1/6 page horizontal (4.6" w x 2.2" h)	\$415
1/2 page vertical (4.63" w x 6.875" h)	\$945		

Trim Size: 8.25" w x 10.75" h **Live Area:** 7.75" w x 10.25" h

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

For more information: HomebrewersAssociation.org/opportunities

Kari Harrington | Business Development Manager for Advertising & Sponsorship (West) 303.447.0816 Ext. 167 | kari@brewersassociation.org
Tom McCrory | Business Development Manager for Advertising & Sponsorship (East) 303.447.0816 Ext. 151 | mccrory@brewersassociation.org



HomebrewersAssociation.org Banner Ad

In the spirit of the AHA's flagship magazine *Zymurgy*, HomebrewersAssociation.org is an equally valuable source of news, views, recipes and more for homebrewers—beginners and veterans alike. If your company is looking to achieve visibility online and trying to weed through the diverse array of homebrewing websites, look no further than HomebrewersAssociation.org. The AHA's official website also provides a lively, active forum, members-only content and exclusive features, which all add up to make it a favorite resource for homebrewers.

Audience
Homebrewers and
beer enthusiasts

44,000⁺
AHA
Members

318,000⁺
Visits per month

811,000⁺
Pageviews
per Month

Pricing

Pricing is structured as a flat rate of \$600 per month for an unlimited number of banner impressions on HomebrewersAssociation.org. Discounts are available for placements longer than two consecutive months.



Specs



Dimensions: 200 pixels wide x 200 pixels tall; **Tablet:** 728 pixels w x 90 pixels tall; **Phone:** 320 pixels wide x 50 pixels tall

Image Resolution: 72 dpi

Format: RGB

File Size: 50kb maximum

Image File Format: GIF, JPG, animated GIF
(Flash files will not be accepted).

Submit artwork five business days before first of the month.
Artwork is subject to approval.

For more information: HomebrewersAssociation.org/opportunities

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AHA Forum Banner Advertising

Thousands of avid homebrewers refer to the AHA Forum on a regular basis to seek advice, provide it or simply escape from the daily grind for a few minutes.

If your business caters to homebrewers, this is an ideal advertisement property. You can be confident knowing that your advertisement is reaching a large cross-section of the homebrewing community that is brewing and talking about brewing on a daily basis. These are the trendsetters and thought leaders of the homebrewing community, and their exposure to your advertisement will go a long way to promote your business to them and their peers.

Pricing

Pricing is structured as a flat rate of \$600 per month for an unlimited number of banner impressions on HomebrewersAssociation.org. Discounts are available for placements longer than two consecutive months.

Audience
Homebrewers and
beer enthusiasts

331,000+
Pageviews
per Month

131,000+
Posts

9,400+
Topics



Specs



Dimensions: 468 pixels wide x 60 pixels tall

Image Resolution: 72 dpi

Format: RGB

File Size: 50kb maximum

Image File Format: GIF, JPG, animated GIF
(Flash files will not be accepted).

Submit artwork five business days before first of the month.
Artwork is subject to approval.

For more information: HomebrewersAssociation.org/opportunities



What's Brewing @ the AHA e-Newsletter Ad

Looking for a way to promote your company to thousands of homebrewers, in their email inboxes, without seeming intrusive? Advertising in the What's Brewing @ the AHA e-newsletter will achieve results for you and your company. The AHA is a trusted, well-known resource amongst homebrewers, and as such,

Audience
Homebrewers and
beer enthusiasts

30,500⁺
Email Opens

44%
Open Rate



it doesn't simply fall into the junk folder when it is delivered to AHA members and non-members on a monthly basis. In fact, the newsletter has an impressive open rate and a history of strong clickthroughs for past advertisers. Allow the AHA to introduce your company to thousands of engaged homebrewers and beer enthusiasts.

Pricing

Pricing is structured as a flat rate of \$400 per email. Only two banner ads are available per month.

Specs



Dimensions: 280 pixels wide x 207 pixels tall

Image Resolution: 72 dpi

Format: RGB

File Size: 100kb maximum

Image File Format: GIF, JPG.

Submit artwork the first week of the month.

Artwork is subject to approval from the AHA based on site integrity.

For more information: HomebrewersAssociation.org/opportunities

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AHA Digital Sponsorship

Engage our more than 41,000 active AHA members at every electronic touch point through sponsorship of all the Association's digital assets. This sponsorship is ideal for companies looking to launch a new product, conduct a contest or drawing, gain valuable insights for product/brand development, and much more.



What's Brewing @ AHA Banner Ad

Your banner ad on this very popular monthly e-newsletter will immediately drive traffic to your other sponsorship assets. (Specs: 280 pixels w x 207 pixels h, JPG)

811,000⁺
HomebrewersAssociation.org
Monthly Pageviews

331,000⁺
AHA Forum Monthly
Pageviews

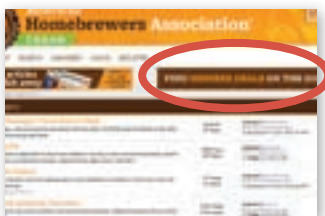
30,500⁺
What's Brewing @ AHA
e-Newsletter Opens

\$2,000
Cost



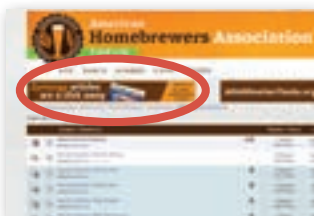
HomebrewersAssociation.org Banner Ad

Your banner ad will be placed on the home page and run of site. High web traffic ensures interactivity with the AHA Forum. (Specs: 200 pixels w x 200 pixels h, animated JPG or GIF)



AHA Forum Banner Ad

The banner ad on every page of the AHA Forum reminds site visitors of your company and will link directly to your topic on the Forum. (Specs: 468 pixels w x 60 pixels h, animated JPG or GIF)



AHA Forum Topic

Your selected subject will be one of the first topics visitors see when going to this area of the Forum. We will work with you on posting content to answer questions, offer advice, etc.

CraftBeer.com Banner Advertising

CraftBeer.com has come into its own as the premier source for news, views, fun stories and fresh ideas. Voted Outstanding Achievement in 2012 by the Interactive Media Awards, your banner advertisement will reach thousands of avid beer enthusiasts whose interests range from homebrewing and brewery events to beer pairings and slow food.

Pricing

Pricing is \$600 per month for an unlimited number of impressions run off site on CraftBeer.com. Discounts are available for placements longer than two consecutive months.



230,000⁺
Visits per Month

376,000⁺
Pageviews per Month

Audience

Engaged, enthusiastic beer lovers—ranging from curious beginners to veteran beer journalists—seeking to learn more about new trends, local events and the broader craft beer culture.



Specs



Dimensions: 200 pixels w x 200 pixels h, **Tablet:** 728 pixels w x 90 pixels h, **Phone:** 320 pixels w x 50 pixels h

Image Resolution: 72 dpi

Format: RGB

File Size: 100kb maximum

Image File Format: GIF, JPG, animated GIF (Flash files will not be accepted).

Submit artwork five business days before campaign start date.
Artwork is subject to approval.

For more information: CraftBeer.com/opportunities

CraftBeer.com Section Sponsorship

This visibility opportunity affords the very best opportunity to engage with craft beer enthusiasts around the country. It's perfect for product launches, new companies entering the marketplace that want to introduce themselves and for special announcements that you want breweries and consumers alike to be aware.

CraftBeer.com Banner Advertising



Place a banner advertisement, run of site, unlimited impressions on this educational website for craft

beer fans. (Specs: 200 pixels w x 200 pixels h, Tablet: 728 pixels w x 90 pixels h, Phone: 320 pixels w x 50 pixels h animated JPG or GIF)

376,000+
CraftBeer.com
Monthly Pageviews

331,000+
AHA Forum Monthly
Pageviews

\$1,500
Cost For One Month



AHA Forum Banner Advertising

Members of the American Homebrewers Association are some of the most engaged craft beer fans on the planet! For added cross-promotion, your banner ad will also be placed on the active AHA Forum for additional visibility. (Specs: 468 pixels w x 60 pixels h, animated JPG or GIF)



CraftBeer.com Site Section Banner Ad

Own a section of CraftBeer.com by being the only advertiser with a vertical banner ad in this section. Your company will be recognized as by bringing great education and content to the beer enthusiast. Your advertisement will reside underneath every page in the section navigation for utmost visibility. (Specs: 200 pixels w x 400 pixels h, JPG, GIF)



“On behalf of Kegs.Com Ltd. and Sabco, I’d like to take this moment to thank the Brewers Association and the American Homebrewers Association for providing us with the venue to present our products to homebrewers around the world who naturally prefer a ‘hands-on,’ and ‘kick-the-tire’ opportunity, prior to purchasing brewing hardware. The conference is not merely a selling opportunity for Sabco, but also a learning experience. Products such as the Brew-Magic System have evolved over the years due to the great feedback and suggestions received from both professional as well as amateur brewers. We look forward every year to seeing the faces and shaking the hands of the brewers that have made us successful.”

— Bob Sulier, Brew-Magic.com, Kegs.com



National Homebrewers Conference

**2016: June 9–11:
Baltimore, MD**

This annual event attracts the nation's most active homebrewers and beer enthusiasts that gather to celebrate their passion. The conference includes judging, seminars and social events that offer homebrewers the chance to mingle, learn and have fun.

Most sponsorship opportunities receive an exhibit space, advertisement in the conference program, recognition and "Thank You" before, during and after the conference on AHAConference.org, an insert in the attendee bag, and a web banner advertisement.

Audience
Hobbyists, clubs,
thrill seekers,
enjoyers of
great beer

4,000+
Attendees
80
Exhibitors





National Homebrewers Conference Sponsorship Opportunities

All exhibit space in the Homebrew Expo at the event comes in the form of a sponsorship, and includes all-access badges, an advertisement in the conference program, an insert in the attendee bag, a banner advertisement, and recognition and “Thank You” before, during and after the conference.

Three sizes of exhibit space are available:

Single Booth Space (10' x 10'): \$2,250

Double Booth Space (20' x 10'): \$3,000

Pavilion Booth Space (20' x 20'): \$4,500



Craft breweries looking to reach the hobbyist can also pour in the Homebrew Expo, but get the added bonus of being featured at the Welcome Reception on Thursday.

Three sizes of exhibit space are available for Craft Brewery Sponsors:

Single Booth Space (10' x 10'): \$2,250

Double Booth Space (20' x 10'): \$3,000

Pavilion Booth Space (20' x 20'): \$4,500



If you're looking to get additional exposure outside of your exhibit space, or if exhibiting isn't in your marketing strategy, we have incredible opportunities that allow you to brand an asset of the conference. (These prices are an additional expense to your Commercial or Craft Brewery sponsorship if you choose to exhibit as well. We do offer discounted rates if you will also have a booth in the Expo.)

Beer Service Team - \$5,000

Conference Hotel Room Key Card - \$4,000
(includes hard costs)

Registration Area Sponsor - \$3,850

Welcome Reception - \$3,500

Homebrew Expo Social Club - \$3,500

Grand Banquet Award Sponsor - \$3,500

Club Night Sponsor - \$3,500

Wireless Sponsor - \$3,500

Mobile Application - \$3,500

Photo Sponsor - \$3,250

Attendee Bags Sponsor - \$3,000
(+ cost of bags)

Sustainability Sponsor - \$3,000

Lanyards Sponsor - \$2,750
(+ cost of lanyards)

Keynote Speaker Sponsor - \$2,500

Commercial Sponsorship: Bag Insert - \$2,000

Seminar Room Sponsorship - \$2,000
(three available)

Product Demonstration - \$2,000

Commemorative Glass Sponsor - \$2,000
(+ cost of glasses)

Commemorative Gift Sponsor - \$2,000
(+ cost of gift)

Custom Water Bottle Sponsor - \$1,750
(+ cost of water bottle)

Check-in Gift or Room Drop - \$1,500
(+ cost of gift and hotel drop cost)

Seminar Room Drop - \$1,500
(+ cost of gift)

Charging Station - \$1,500
(+ cost of stations)

Airport Shuttle Service - \$1,500
(+ cost of vouchers)

Volunteer Sponsor - \$1,500

Coffee/afternoon Bar Sponsor - \$1,000
(+ cost of food/beverage)





National Homebrewers Conference Program

This yearly event attracts more than 4,000 of the nation's most active and passionate homebrewers and beer enthusiasts that get together to celebrate a craft of the ages. The conference includes judging, seminars and discussion events that lets homebrewers enjoy of the fruits of each others' labor.

Space Reservation: April 2016

Materials Due: April 2016

Pricing

Back Cover (5.75"w x 8.75"h) \$950

Full page (bleed: 5.75"w x 8.75"h) \$700

(no bleed: 4.5"w x 8"h)

(Trim: 5.5"w x 8.5"h)

(Live: 4.5"w x 8"h)

1/2 page (4.5"w x 3.6"h) \$500

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.



For mechanical specs and more information: AHAConference.org/opportunities

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National Homebrew Competition

The National Homebrew Competition (NHC) is the world's largest international beer competition recognizing the most outstanding homebrewed beer, mead and cider produced by amateur brewers worldwide. NHC awards are presented at the National Homebrewers Conference and generate visibility for your company before, during and after the event.

8,800
Total Entries

3,300
Total Entrants

Competition Award Sponsors \$500+

Sponsor one of these prestigious categories:

- Ninkasi Award
- Homebrewer of the Year Award
- Meadmaker of the Year Award
- Cidermaker of the Year Award
- Homebrew Club of the Year
- Gambrinus Club Award
- Radegast Club of the Year Award



Category Award Sponsors \$300 per category

NHC winners receive gold, silver or bronze medals in 31 style categories. Be recognized at the National Homebrewers Conference, online and in the conference program by sponsoring one of these categories:

- | | | |
|---------------------------|-------------------------------|---------------------------------------|
| 1. Light Lager | 12. English Brown Ale | 23. Fruit Beer |
| 2. Pilsner | 13. Porter | 24. Spice/Herb/Vegetable Beer |
| 3. European Amber Lager | 14. Stout | 25. Smoke-Flavored and Wood-Aged Beer |
| 4. Dark Lager | 15. Strong Stout | 26. Specialty Beer |
| 5. Bock | 16. American IPA | 27. Traditional Mead |
| 6. Light Hybrid Beer | 17. India Pale Ale | 28. Fruit Mead |
| 7. Amber Hybrid Beer | 18. German Wheat and Rye Beer | 29. Spice and Specialty Mead |
| 8. English Pale Ale | 19. Belgian and French Ale | 30. Standard Cider & Perry |
| 9. Scottish and Irish Ale | 20. Sour Ale | 31. Specialty Cider & Perry |
| 10. American Pale Ale | 21. Belgian Strong Ale | |
| 11. Other American Ale | 22. Strong Ale | |

For more information: AHAConference.org/opportunities



“GABF offers several opportunities to connect with our customers. Through the event itself, and the fact it draws so many brewers and brewery owners, it offers a place and time where our craft brewing customers are in high concentration and good spirits; this allows to have face-to-face meetings, conduct hop selection remotely, and/or just have casual interactions. By having a booth in the Homebrew Marketplace, we also connect with homebrew shop owners, and the homebrewers themselves; this is a great way to promote our key ingredient lines.”

— Jake Keeler, Brewers Supply Group



Great American Beer Festival®

**2016: October 6–8:
Denver, CO**

The Great American Beer Festival (GABF) is the largest and longest-running celebration of American brewing, and it celebrates its 34th year in 2015, returning to Denver's Colorado Convention Center. More than 800+ breweries are expected to present more than 4,000 beers to a crowd of more than 60,000 during the three-day salute to American brewing.

GABF gives your company exposure to the entire brewing community and those who love craft brewed beer. From the smallest brewpub to the largest brewery, from the novice attendee to the dedicated beer geek, thousands of beer lovers and homebrewers from around the world converge on Denver for three days of sampling the best beers in the U.S. The GABF draws a diverse crowd, with active, 21–45 year-old professionals as our largest demographic. The event is great fun—interactive booths are popular and complement the beer and related entertaining booths.

Audience

Affluent, active beer enthusiasts from around the world seeking the chance to interact with brewery representatives and sample some of the best beers in America

60,000
Attendees

3,500+
Volunteers

3,800+
Beers

750
Breweries





Great American Beer Festival Sponsorship Opportunities



Official Level Sponsorship Package

If you are looking to give your company a high profile at GABF, this level will deliver, with naming rights for a festival asset, a premier exhibit space, logo placement on all GABF collateral, including billboards, posters, postcards, national print advertising, and more.



Associate Level Sponsorship Package

At this level, you'll have the choice between a festival asset naming rights or premier exhibit space, an incredible hospitality package, plus logo placement on all GABF collateral, banner placement in the festival hall, and some national and regional print visibility



Exhibiting Premier Supporter Sponsorship

This is a perfect opportunity to make the most of a must-do Denver event. This sponsorship level provides an exhibit space, logo placement on all festival collateral, banner placement in the festival hall, a website banner advertisement and more.



Non-exhibiting Premier Supporter Sponsorship

If you're looking to reach the 800+ breweries at the festival, this level delivers! We help you target breweries with a nice hospitality package for networking, banners in the hall, targeted communications to breweries and more.



Exhibiting Supporter Sponsorship

This is the most economical level of sponsorship and includes an exhibit space, logo placement on all festival collateral, banner placement in the festival hall, website banner advertisement and more.



Non-exhibiting Supporter Sponsorship

Beer industry professionals know that GABF is the best way to reach both consumers and industry members, which is why this sponsor level without an exhibit space is ideal if your company is doing business with beer to target both audiences.

Reach these individuals at the Great American Beer Festival!



Age:

21-24	2%
25-34	40%
35-44	31%
45-54	17%
55+	10%

Average: 34.3 years

Gender:

Male.....	73%
Female.....	27%

Marital status:

Single.....	35%
Married	62%
Other	3%

Combined household

income:

\$110K+	48%
\$90K-\$109K.....	17%
\$60K-\$89K.....	19%
\$35K-\$59K.....	12%
Under \$34K	4%

Educational level:

High School and below	10%
Undergraduate Degree	54%
Graduate Degree	36%

Do you live in the greater Denver area?

Yes	27%
No.....	73%

Activities attendees

enjoy:

Pubs/Breweries	92%
Travel/Vacation	82%
Dining	72%
Camping/Hiking	68%
Sporting Events	64%
Cooking	62%
Homebrewing.....	56%
Live Music/Concerts	66%
Recreational Sports	43%
Skiing/Snowboarding	41%
Running	32%
Cycling.....	32%
Hunting/Fishing	25%
Casinos	21%
Off-roading/Snowmobiling	14%
Climbing	12%



Great American Beer Festival Program

Reach festival attendees at the moment they love beer the most—during the internationally recognized Great American Beer Festival. The program guide to the festival is truly the most effective means of making multiple impressions to this large number (60,000) of passionate beer lovers.

**Space closes: July 2016,
space permitting**

Materials due: July 2016



Pricing for Single-issue Placements

Back cover (8.625" w x 11.125" h)	\$2,750	2/3 page vertical (4.9" w x 9.5" h)	\$1,245
Inside front cover (8.625" w x 11.125" h)	\$1,800	1/2 page vertical (4.9" w x 7" h)	\$910
Inside back cover (8.625" w x 11.125" h)	\$1,800	1/2 page horizontal (7.5" w x 4.68" h)	\$715
Full page (bleed: 8.625" w x 11.125" h) (no bleed: 7.5" w x 9.5" h)	\$1,500		

Trim Size: 8.375" w x 10.875" h **Live Area:** 7.25" w x 10.375" h

A multiple placement discount is available for up to 15% savings if you combine this placement with advertising in *The New Brewer* or *Zymurgy*.

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

Stand-out, specialty opportunities are also [available!](#)

Three-page Gatefold: \$8,600

Double (Six-page) Gatefold: \$16,000

Full-page Translucent Advertisement: \$4,000

Bound-in Full-page Advertisement Insert
(With Perforated Edge): \$5,850

Bound-in 7" w x 5" h Advertisement Insert
(With Perforated Edge): \$3,500

For more information: GreatAmericanBeerFestival.com/opportunities

Please contact us about Brewers Association advertising and sponsorship opportunities.



West

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East

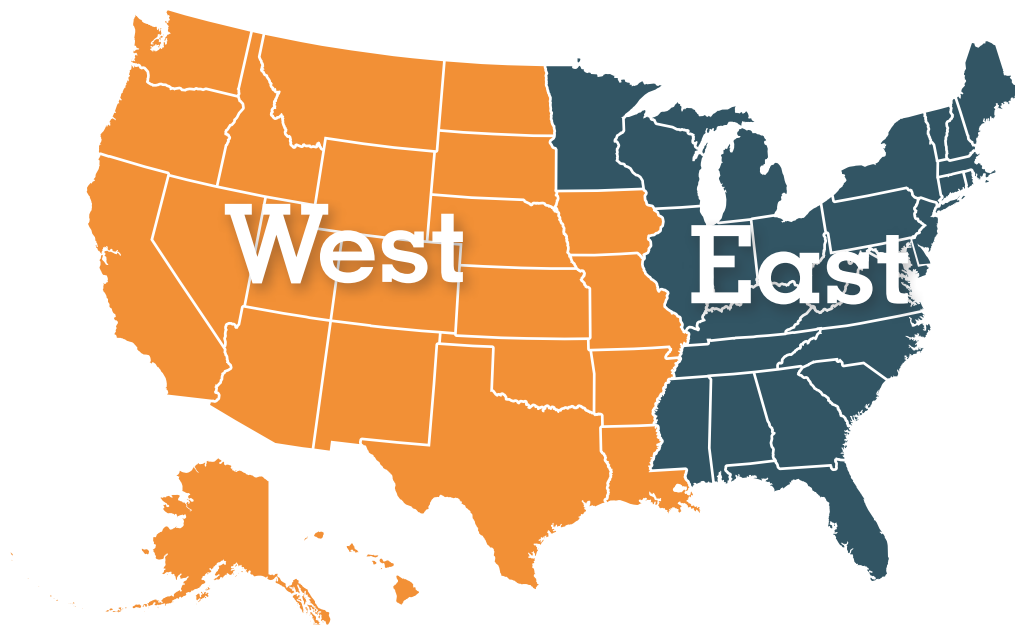
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