

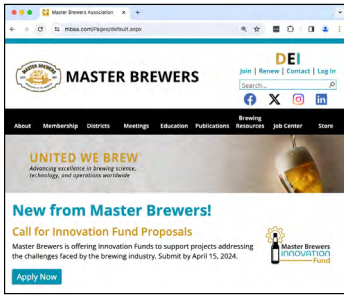


2024 Master Brewers

Media Kit +  
*Prospectus*



# ADVERTISING OPPORTUNITIES



## Homepage

A hub of technical brewing resources

- **Audience:** Members and supporters
- **Format:** Digital banner ad, mp4 video ad
- **Ad Close & Materials Due:** (2) weeks prior to the first of the month of placement

## Tech Now

Our latest resource that provides easy-to-find information for brewery professionals and allied industries

- **Audience:** Members and supporters
- **Format:** Digital banner ad
- **Ad Close & Materials Due:** (2) weeks prior to the first of the month of placement



## Communicator newsletter

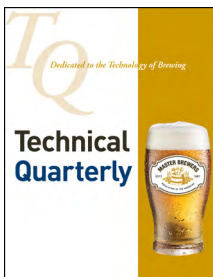
Monthly e-newsletter with association updates, upcoming events, and district news

- **Audience:** ~5,000 members and subscribers per month
- **Formats:** Digital banner ad, Native ad
- **Ad Close & Materials Due:** Last Tuesday of each month

## Ask the Brewmasters online community

Expert-moderated online community for members with daily collaboration and networking

- **Audience:** Members
- **Format:** Digital banner ad
- **Ad Close & Materials Due:** (2) weeks prior to insertion



## Technical Quarterly

Our essential online resource for brewing professionals and allied industries, including executive and supervisory personnel in production, engineering, quality control, research, packaging and material handling, maintenance, and administration

- **Audience:** ~5,000 members and subscribers per quarter
- **Formats:** Digital ad, Advertorial, Company spotlight
- **Ad Close & Materials Due:** (2) weeks prior to start of the quarter (flexible)

# SPONSORSHIP OPPORTUNITIES

## Master Brewers Podcast

Far-reaching podcast series with 200+ episodes and nearly 2 million all-time downloads. All episodes are available for download indefinitely, making your message live forever.

- **Audience:** ~15,000 brewers per month
- **Formats** (price per quarter):
  - First-thanked slot: \$2,500
  - Pre- and mid-roll slots: \$2,200
  - Moderator shout out: \$2,000
- **Close & Materials Due:** (2) weeks prior to insertion in first episode



## Master Brewers Spanish Podcast

Our newest upcoming resource available to all Master Brewers members and Spanish-speaking listeners. Four episodes will launch in 2024 to reach a growing brewing industry audience

- **Audience:** Spanish-speaking members and supporters
- **Formats** (price per quarter):
  - First-thanked slot: \$1,500
  - Pre- and mid-roll slots: \$1,250
  - Moderator shout out: \$1,000

## Technical Quarterly online journal

The brewing professional's *essential* online resource! Technical content for brewing professionals, executive and supervisory personnel in production, engineering, quality control, research, packaging and material handling, maintenance, and administration

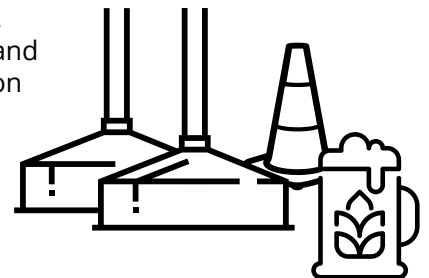
### Sponsorship opportunities include:

- **Ambassador** (year-long support): \$15,000
  - Sponsor recognition on the *TQ* landing page
  - Sponsor recognition in every *TQ* email alert for the duration of the sponsorship (one year)
  - Opportunity to submit and publish an advertorial in each quarterly issue
- **Supporter** (quarterly support): \$5,000
  - Sponsor recognition on the *TQ* landing page
- **Customized:** varies
  - Provide support for the *TQ* at a level that aligns with your company's budget and goals

## The Practical Brewer sponsorship

"For nearly 80 years, *The Practical Brewer* has been regarded as a trade standard, achieving worldwide acceptance as an outstanding basic training tool in the art and science of brewing – designed to fulfill the dual purposes of providing information on equipment, materials, and methodology for more learning and experienced brewers. Additions to the 4th Edition dive into safety, dry hopping, fruit beers, sour beers, hard seltzers and derivative products, as well as environmental issues as they pertain to specific brewing operations."

- **Audience:** book purchasers
  - **Sponsorship & Ad Close:** December 31, 2024
  - **Opportunities:**
    - **Featured Bookmark:** \$15,000
      - Put your brand front and center on the attached bookmark in this brewer's go-to publication
    - **Chapter sponsor:** \$10,000
      - Sponsor a chapter of the publication and provide expertise on either of the following:
        - New horizons: sponsor identifies what's in the pipeline/coming next in this topic area
        - Further studies needed: sponsor identifies areas where further study is needed around the topic
    - **In-publication full-page ad\*:** \$3,000
- \* Specs provided upon placement



# SPONSORSHIP OPPORTUNITIES (continued)

## Events



### Brewing Summit 2025

August 13-15

JW Marriott Desert Springs Resort  
Palm Desert, California U.S.A.

Join Master Brewers and the American Society of Brewing Chemists for a shared meeting to discuss the latest in brewing science. Check [mbaa.com/meetings](https://mbaa.com/meetings) for more information about opportunities available at this event later this year!

## Courses – 2025 dates to be announced soon



### Brewery Packaging Technology February 22 – April 19, 2024

Strengthen your technical knowledge through all phases of the packaging process with practical tips and resources for hands-on application in your brewery. Course topics include: safety & cleaning, packaging, labels, brewery operations, quality controls, and data management

■ **Format:**

- Online:  
February 22 – April 4, 2024
- In-person:  
April 14 – 19, 2024

[Learn More](#)



### Brewery Maintenance Systems June 6 – August 9, 2024

Expand your foundational knowledge in the maintenance and engineering technology principles and processes of brewing, utility, and packaging system design and operation. This course will help you lead your facility in establishing appropriate brewery protocols and best practices for system troubleshooting, equipment maintenance, and operational improvement

■ **Format:**

- Online:  
June 6 – July 25, 2024
- In-person:  
August 4 – 9, 2024

[Learn More](#)



### Brewing and Malting Science September 5 – November 8, 2024

Gain a greater understanding of the scientific principles, operations, and guidelines associated with the brewing and malting process to increase your technical acumen. You will delve into life sciences for brewers, malting, hops, safety, brewery operations, wort, sensory issues, and alternative beverages

■ **Format:**

- Online:  
Sept 5 – Oct 24, 2024
- In-person:  
Nov 3 – 8, 2024

[Learn More and Register Now!](#)

## District Events

Master Brewers has nearly 30 local Districts where members connect at regional meetings to discuss local happenings in the brewing space, attend technical talks, and network with their local community of brewers.

- Find District events near you in the Master Brewers Event calendar: [mbaa.com/meetings/Pages/events.aspx](https://mbaa.com/meetings/Pages/events.aspx)
- Work with your local District on sponsorship opportunities for these events



## SPONSORSHIP OPPORTUNITIES (continued)



### Email blast: \$3,000

Send your branded email directly to our members with customized messaging for your business

- **Audience:** members
- **Format:** html
- **Close & Materials Due:** (2) weeks prior to send date

### Webinar: \$5,000

Do you have expertise in an area of the industry that you'd like to share on webinar hosted by your team? Sponsor a webinar with MBAA and engage with members seeking educational resources that you have to share

- **Audience:** registered attendees (members and non-members)
- **Format:** 15-second ad roll
- **Materials Due:** (1) week prior to live webinar date

Reserve your  
*opportunities now!*

Advertise

### Questions?

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