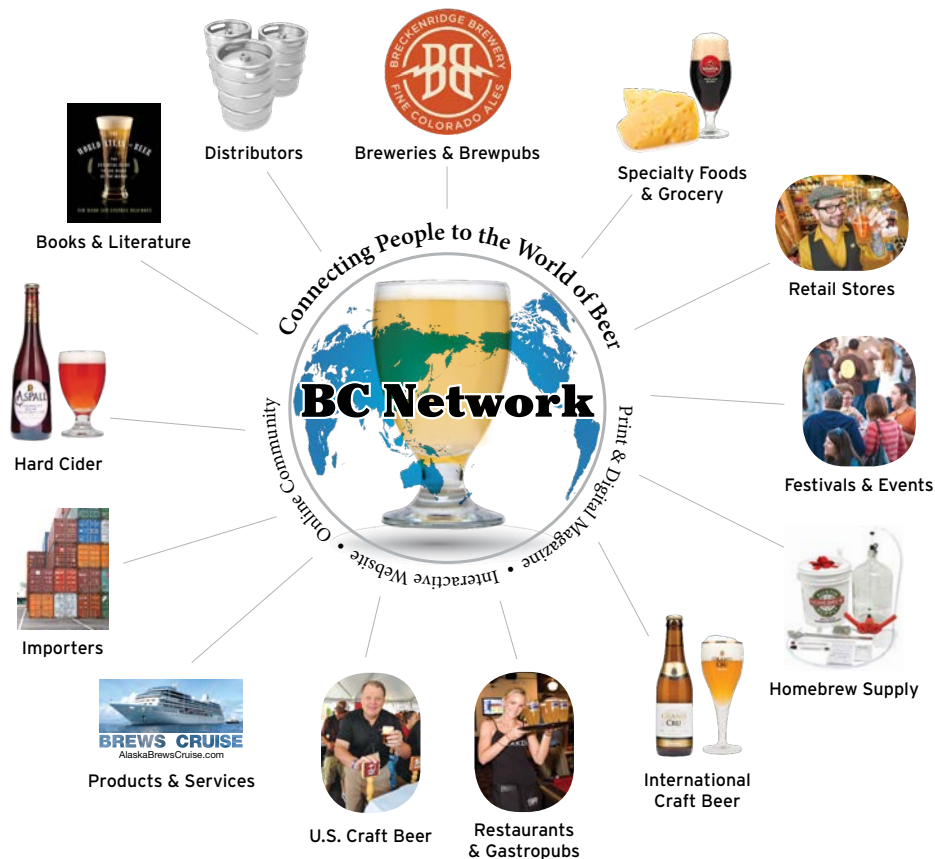


# The Beer CONNOISSEUR<sup>®</sup> Network

## 2015 MEDIA GUIDE



### MISSION

*The beer business is one of the few in the world regularly referred to as a community. Since our readers consist of both beer enthusiasts and industry participants, we have created the BC Network to better connect this community through our magazine and website.*

## WHAT IS THE NETWORK?

The BC Network is an advertising program that connects our entire audience to your business through our website and print & digital magazine.

## WHO IS OUR AUDIENCE?

Our global audience is comprised of paid consumer subscribers, paid and requester industry readers, *The Beer Connoisseur*® Club members, website community, media partners and BC Network members.



Print & Digital Magazine



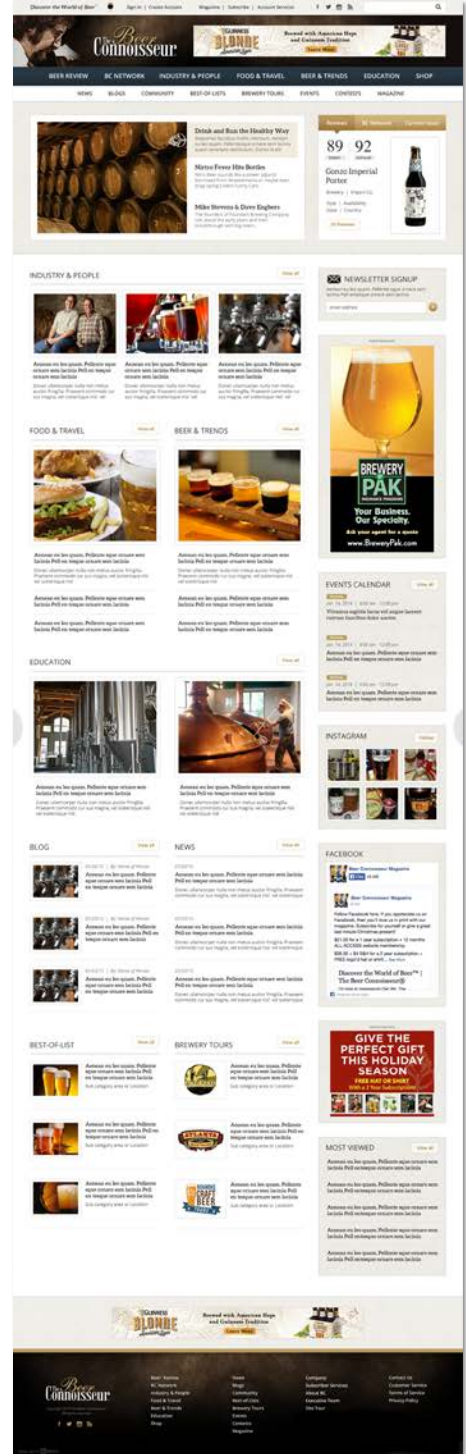
## AUDIENCE PROFILE

Our consumer readers are recognized as being the beer intrigued general public, beer connoisseurs, homebrewers and food and event enthusiasts. Our industry readers include influencers such as restaurant managers, bartenders, servers, Cicerones, BJCP beer judges, beer managers for retail & grocery stores,

beer distributor reps and beer industry employees.

The magazine is direct mailed to the owners of craft breweries, beer distributors, and brewery trade and supply companies nationwide, in Canada and select international companies. We communicate regularly with a robust list of journalists, bloggers, media partners and public relations professionals.

Our readers span a wide age and income range. They tend to skew to older 28 - 55 year old men with an average annual household income between \$51k - \$100k.

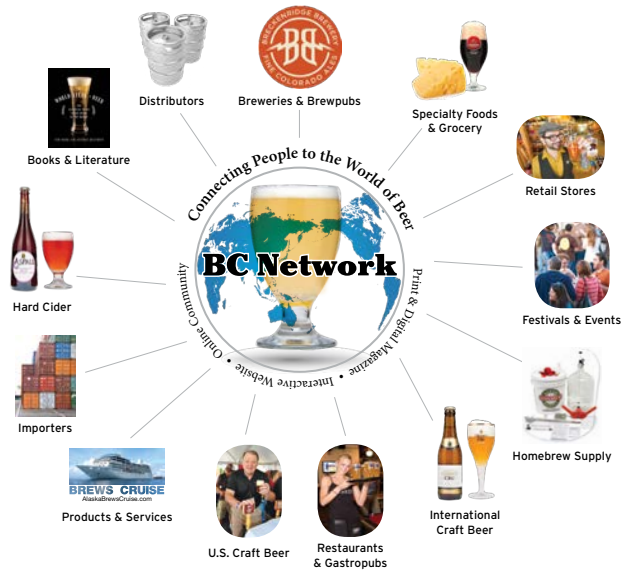
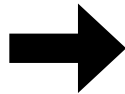


## WHAT TYPES OF BUSINESSES CAN JOIN THE NETWORK?

We have created the following business categories that our audience engages with.

### BUSINESS CATEGORIES

- Breweries & Brewpubs
- Restaurants & Gastropubs
- Specialty Foods & Grocery
- Retail Stores
- Homebrew Supply
- Products & Services
- Distributors & Importers
- Brewery Supply
- Organizations
- Festivals & Events



## Membership Levels

- Featured**
- Connoisseur**
- Partner**
- Sponsor**

Four membership levels exist with unique benefits at each level based on your business category.

**\*The rate cards located on the following pages detail the benefits at each level.**

**\*Network members may offer the BC Club discounts and incentives.**



The Beer Connoisseur® Club is a national / international annual paid membership club. Members receive a credit card quality membership card. Benefits include a one year magazine subscription with 12 months ALL ACCESS website membership to BeerConnoisseur.com. Club members also receive discounts & incentives from our BC Network members globally. The club hosts periodic tastings, happy hours, dinners, and speaking events. Discounted tickets to public events and invitations to members only events also are included.

**Learn more at BeerConnoisseur.com/Club**

**\$86.40 annually**  
(Featured Level)

Benefits

**1. ONLINE EXPOSURE**

- Basic micro-site directory listing at BeerConnoisseur.com/Network

FEATURES INCLUDE:

- Company Logo
- Social Media Links
- BC Club Benefits Page
- Company Contact Information
- Hours of Operation

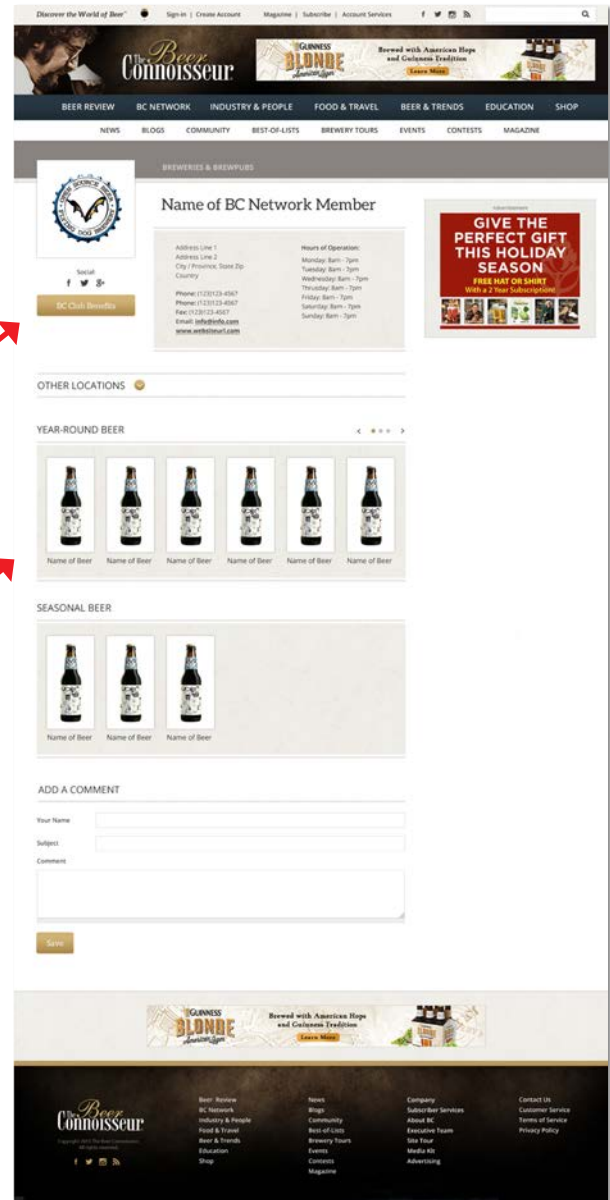
Breweries & Brewpubs

The new BeerConnoisseur.com boasts an expert online beer review. Beer from your brewery that becomes editorially selected for inclusion will contain a "Beer Detail Page" where vital statistics, the expert reviews, public reviews, beer recommendations and style information are displayed. As a BC Network member, the beer detail page will populate a "Learn About This Brewery" information box located above the fold and next to your brewery name that will link to your micro-site. The beer will also populate in your micro-site's beer portfolio.

**BC CLUB BENEFITS PAGE**

**BEER PORTFOLIO**

**BEER DETAIL PAGE**  
"LEARN ABOUT THIS BREWERY"  
LINKS TO MICRO-SITE ABOVE



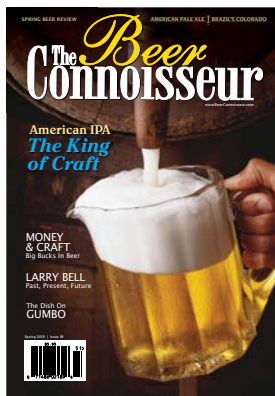
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**\$86.40 annually**  
(Featured Level)

Benefits continued

## 2. PRINT & DIGITAL MAGAZINE EXPOSURE

- Featured listing in Network directory located at the back of each magazine issue.  
(Rate Base 60,000 copies per issue)



**BASIC COMPANY LISTING IN EACH MAGAZINE ISSUE**



## 3. MAGAZINE COPIES OR SUBSCRIPTIONS

- Elect to receive 6 magazines per issue (quarterly) as a bulk shipment to one location. \*Suggested uses are employee education, public placement or re-sale.
- Elect to take 6 annual subscriptions to be mailed to individuals. \*Suggested uses are employee education, customer gifts and promotional give-a-ways.



## 4. THE BEER CONNOISSEUR® CLUB OFFERS

- BC Network Membership Window Decal
- Elect to offer The Beer Connoisseur® Club members incentives & offers listed on your micro-site at:  
[BeerConnoisseur.com/Network](http://BeerConnoisseur.com/Network)



\*Canada delivery converts 4 to 1  
\*International delivery converts 15 to 1

**\$777.60 annually**  
(Connoisseur Level)

Benefits

**1. ONLINE EXPOSURE**

- One enhanced "primary business" micro-site directory listing at BeerConnoisseur.com/Network
- Up to eight Featured Level "basic micro-site business listings" for additional business categories.
- Breweries & Brewpubs may opt to include up to 8 beers to be photographed and added to its beer portfolios.

**FEATURES INCLUDE:**

- Company Logo
- Social Media Links
- BC Club Benefits Page
- Company Contact Information
- Hours of Operation
- Additional Locations
- Photo Gallery Replaces 300 x 250 Advertisement
- Mission Statement / Company Overview
- Google Map
- Data Upload

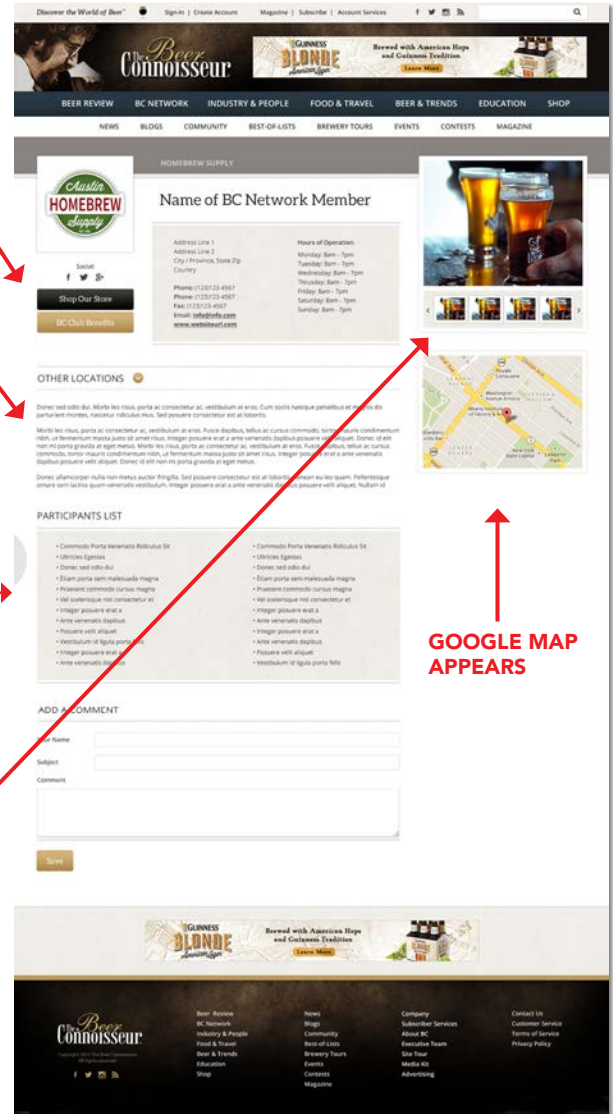
SHOP COMPANY STORE

COMPANY OVERVIEW

DATA LISTING

PHOTO GALLERY REPLACES ADVERTISEMENT

GOOGLE MAP APPEARS



NETWORK MENU (HOME PAGE)



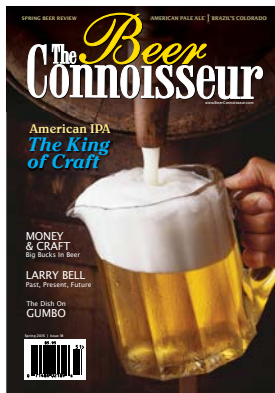
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**\$777.60 annually**  
(Connoisseur Level)

Benefits continued

## 2. PRINT & DIGITAL MAGAZINE ADVERTISING

- *Bolded listing in Network directory located at the back of each magazine issue.*  
(Rate Base 60,000 copies per issue)



**BOLD COMPANY LISTING IN EACH MAGAZINE ISSUE**



## 3. MAGAZINE COPIES OR SUBSCRIPTIONS

- Elect to receive up to 54 magazines per issue (quarterly) as 6 copy minimum bulk shipments to multiple location. \*Suggested uses are employee education, public placement or re-sale.
- Elect to take up to 54 annual subscriptions to be mailed to individuals. \*Suggested uses are employee education, customer gifts and promotional give-a-ways.



## 4. THE BEER CONNOISSEUR<sup>®</sup> CLUB OFFERS

- Membership Window Decal
- Elect to offer The Beer Connoisseur<sup>®</sup> Club members incentives & offers listed on your micro-site at:  
[BeerConnoisseur.com/Network](http://BeerConnoisseur.com/Network)



\*Canada delivery converts 4 to 1  
\*International converts 15 to 1

**\$1,555.20 annually**  
**(Partner Level)**

**Benefits**

**1. ONLINE EXPOSURE**

- One Partner Level enhanced "primary business" micro-site directory listing at BeerConnoisseur.com/Network
- Up to seventeen Featured Level "basic micro-site business listings" for additional business categories.
- Breweries & Brewpubs may opt to include up to 17 beers to be photographed and added to its beer portfolios.

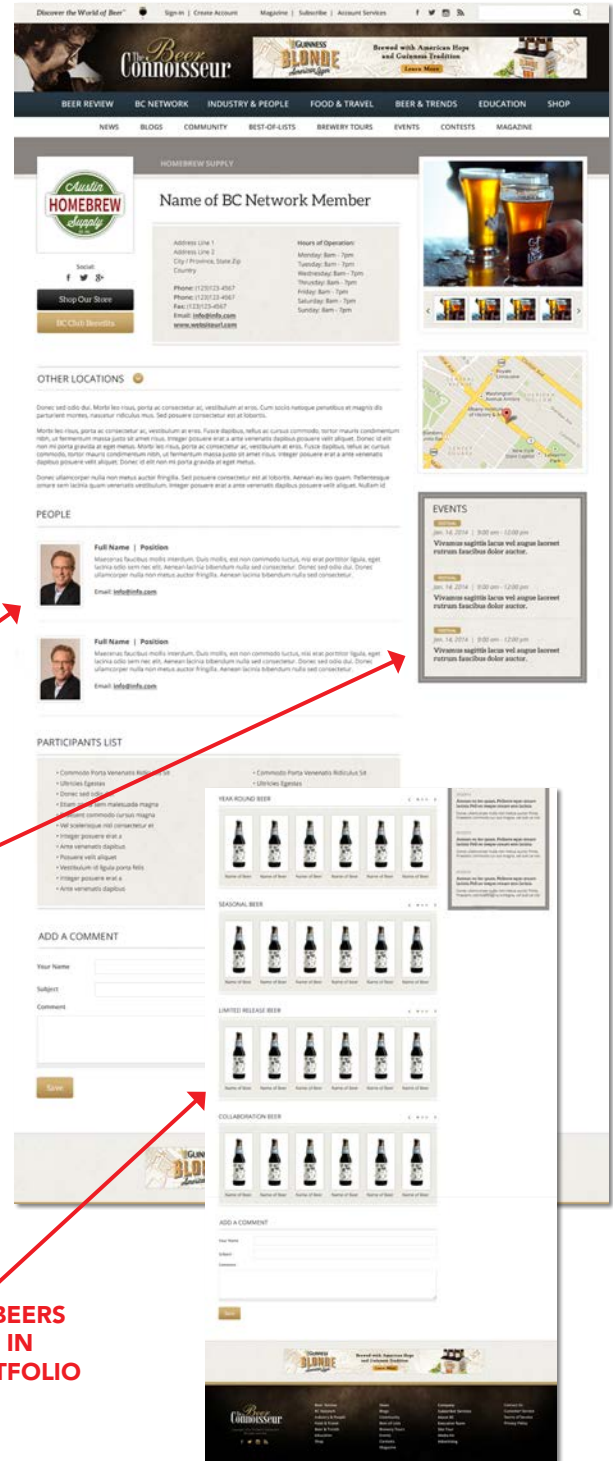
**Enhanced Features Include:**

- Company Logo
- Social Media Links
- BC Club Benefits Page
- Company Contact Information
- Hours of Operation
- Additional Locations
- Photo Gallery Replaces 300 x 250 Advertisement
- Mission Statement / Company Overview
- Google Map
- Data Upload Listing
- Google Analytics
- Post To Website News

**EMPLOYEE BIOGRAPHIES**

**POST TO WEBSITE'S EVENT CALENDAR**

**UP TO 17 BEERS INCLUDED IN BEER PORTFOLIO**



- continue to next page



**\$1,555.20** annually  
(Partner Level)

*Benefits continued*

## 2. PRINT & DIGITAL MAGAZINE ADVERTISING

- Enhanced listing in the Network directory located at the back of each magazine issue. (Rate Base, 60,000 copies per issue)



COMPANY LOGO  
LISTING IN EACH  
MAGAZINE ISSUE



## 3. MAGAZINE COPIES OR SUBSCRIPTIONS

- Elect to receive up to 108 magazines per issue (quarterly) as 6 copy minimum bulk shipments to multiple location. \*Suggested uses are employee education, public placement or re-sale.
- Elect to take up to 108 annual subscriptions to be mailed to individuals. \*Suggested uses are employee education, customer gifts and promotional give-a-ways.



## 4. THE BEER CONNOISSEUR<sup>®</sup> CLUB OFFERS

- Membership Window Decal
- Elect to offer The Beer Connoisseur<sup>®</sup> Club members incentives & offers listed on your micro-site at: [www.BeerConnoisseur.com/Network](http://www.BeerConnoisseur.com/Network)



\*Canada delivery converts 4 to 1  
\*International converts 15 to 1

## \$2,937.60 annually (Sponsor Level)

### Benefits

#### 1. ONLINE EXPOSURE

- One full micro-site for the "primary business" located at BeerConnoisseur.com/Network
- Up to thirty-three Featured Level "basic micro-site business listings" for additional business categories.
- Breweries & Brewpubs may opt to include up to 33 beers to be photographed and added to its beer portfolios.

### Features Include:

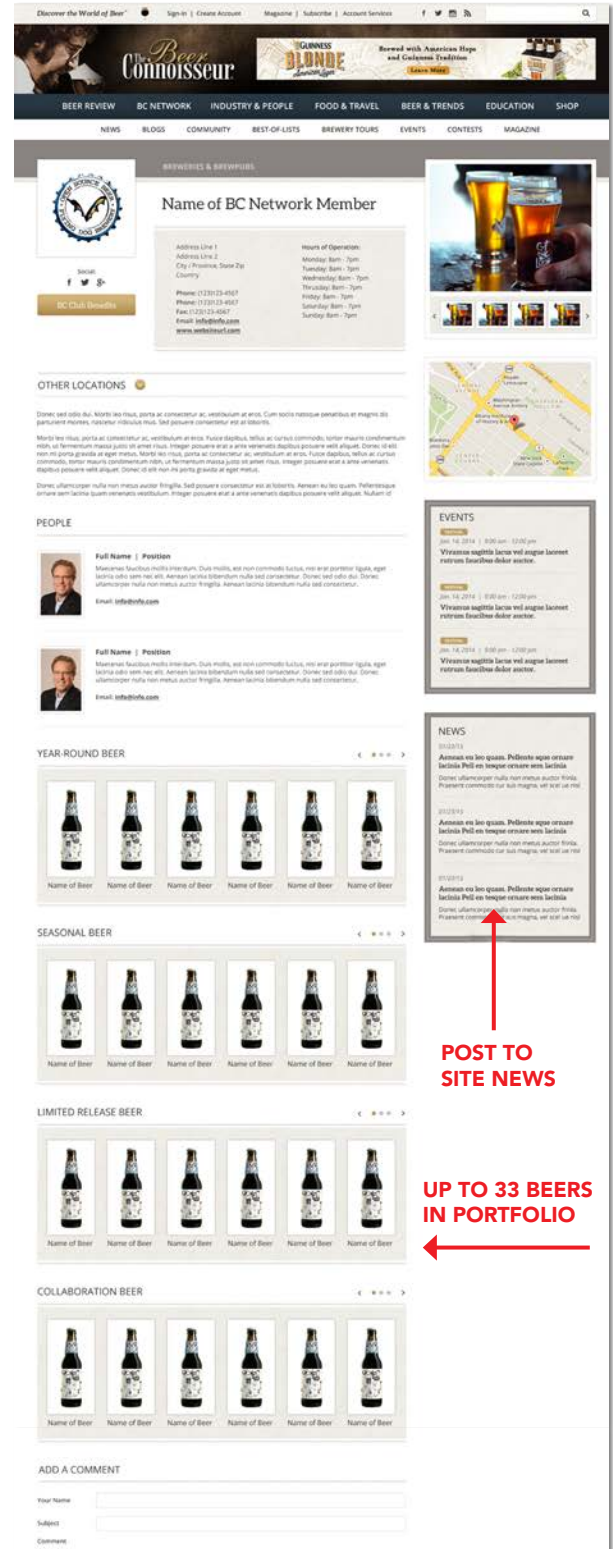
- Company Logo
- Social Media Links
- BC Club Benefits Page
- Company Contact Information
- Hours of Operation
- Additional Locations
- Photo Gallery Replaces 300 x 250 Advertisement
- Mission Statement / Company Overview
- Google Map
- Data Upload
- Google Analytics
- Events Calendar Feeds To Site Calendar
- News Feed Links to Site News
- **Complementary 300 x 250 Advertisement (site-wide)**
- Home Page Sponsor Feature

**HOME PAGE SPONSOR FEATURE (ROTATING)**



**300 X 250 BANNER ADVERTISEMENT ROTATING SITEWIDE**

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**POST TO SITE NEWS**

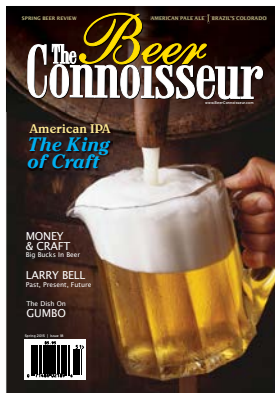
**UP TO 33 BEERS IN PORTFOLIO**

**\$2,937.60** annually  
(Sponsor Level)

*Benefits continued*

## 2. PRINT & DIGITAL MAGAZINE ADVERTISING

- Advertisement in the Network directory located at the back of each magazine issue. (Rate Base 60,000 copies per issue)



**COMPANY  
ADVERTISEMENT**

## 3. MAGAZINE COPIES OR SUBSCRIPTIONS

- Elect to receive up to 204 magazines per issue (quarterly) as 6 copy minimum bulk shipments to multiple location. \*Suggested uses are employee education, public placement or re-sale.
- Elect to take up to 204 annual subscriptions to be mailed to individuals. \*Suggested uses are employee education, customer gifts and promotional give-a-ways.



## 4. THE BEER CONNOISSEUR<sup>®</sup> CLUB OFFERS

- Membership Window Decal
- Elect to offer The Beer Connoisseur<sup>®</sup> Club members incentives & offers listed on your micro-site at: BeerConnoisseur.com/Network



\*Canada delivery converts 4 to 1  
\*International converts 15 to 1

# 2015 NETWORK ORDER

## BUYER INFORMATION

Advertiser / Company: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

## BILLING INFORMATION

Standard Net 30 terms upon credit approval unless otherwise stated.

Subject to the standard terms & conditions on this insertion order.

Responsible Company: \_\_\_\_\_

Accounts Payable Contact (Name on CC): \_\_\_\_\_

Billing Address 1 \_\_\_\_\_

Billing Address 2: \_\_\_\_\_

Billing City, State Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

CVV: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**INVOICE: Y / N | CREDIT CARD: Y / N**



On Tap Publishing, LLC | P.O. Box 420903 | Atlanta, Ga. 30342

phone: (404) 981-8342 | fax: (866) 429-3772 | [www.beerconnoisseur.com](http://www.beerconnoisseur.com)

# 2015 NETWORK ORDER

## The Beer Connoisseur® Network

Network level, start date, end date, additional information and rate.

Network Level	Start Date	End Date	Additional Info.	Rate

**PLEASE SIGN AND RETURN THE ORIGINAL OF THIS AGREEMENT TO ON TAP PUBLISHING, LLC  
RATES & TERMS**

The BC Network is considered to be an advertising program subject to the Publisher's Standard Advertising Terms & Conditions. Customer will receive magazine copies, directory listings in the print & digital magazine and an online business directory at Publisher's website. The Scope of this agreement includes data supplied by Customer on the supplemental Data Listing Proof and Galley.

Rates are based on 6 magazine copies ordered per listing per issue. Copies are sold to customer at the wholesale rate of 39.5% OFF the current cover price. Price includes shipping within the United States. Canadian and international copies convert as follows: (Canada 4-1, Int. 12-1). Publisher reserves the right to increase the cover price and change publishing frequency. Publisher will notify Customer in writing within 15 days after such changes.

Customer agrees to be billed on an auto-renewing basis per issue until contract is cancelled by customer. Customer may edit content and increase or decrease the number of listings by submitting an updated Data Listing Proof & Galley by the Space Closing Date located in the Print Media Guide for the respective issue. The amount due by Customer will reflect the number of copies ordered and effected by the revisions. Contract may be cancelled upon 30 days written notice to Publisher's office at 5505 Roswell Road, Suite 350, Atlanta, GA 30342. Customer agrees that by canceling this contract it forfeits future magazine listings and its online business directory. Publisher reserves the right change the terms of this agreement upon 45 days written notice to the customer.

Respectfully Submitted: \_\_\_\_\_ Buyer (Print Name) \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ Buyer signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sales Representative

