

# MiBrew

{Craft beer is a culture}



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2019 / 2020

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Quarterly Publication for Seasonal Coverage

Tap into the Michigan Brewers Guild's Enthusiast Members

The Official Publication for the Enthusiast Members of the Michigan Brewers Guild



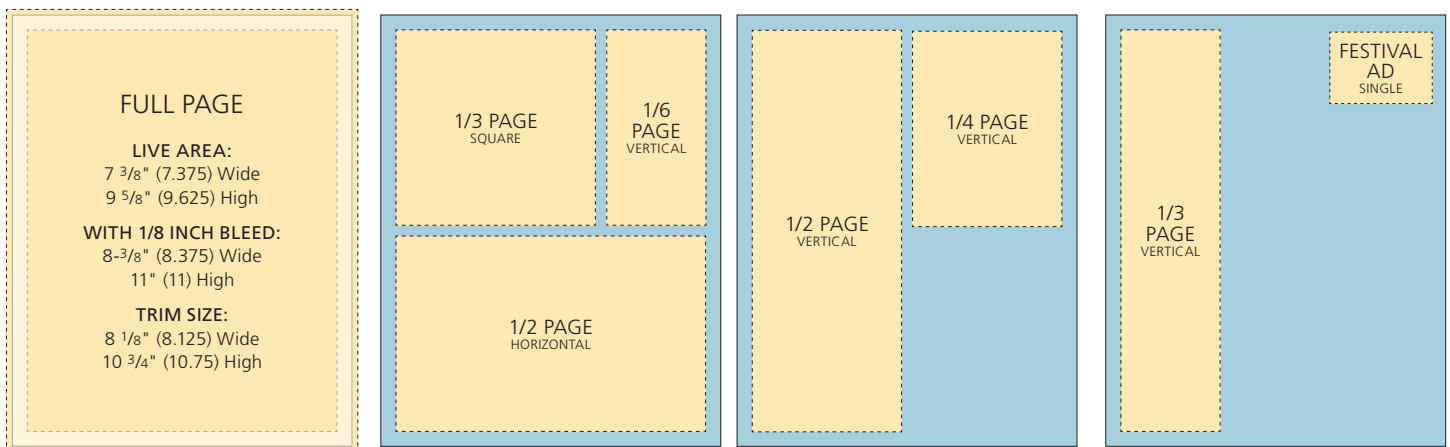
# 2019 / 2020 Advertising Rates & Guidelines

## Member Rates

SIZE	DIMENSION (WxH)	1 TIME RATE	4 TIME RATE
Inside Front Cover Spread	8-1/8" x 10-3/4" x 2	\$6,800	\$5,780
Two Page Spread	8-1/8" x 10-3/4" x 2	\$5,350	\$4,545
Back Cover	8-1/8" x 10-3/4"	\$4,200	\$3,570
Inside Covers	8-1/8" x 10-3/4"	\$3,400	\$2,890
Full Page	8-1/8" x 10-3/4"	\$2,800	\$2,380
1/2-page H or V	7-6/16" x 4-3/4" or 3-9/16" x 9-5/8"	\$1,600	\$1,360
1/3-page Sq or V	4-13/16" x 4-3/4" or 2-5/16" x 9-5/8"	\$1,600	\$935
1/4-page V	3-9/16" x 4-3/4"	\$875	\$745
1/6-page V	2-5/16" x 4-3/4"	\$575	\$490
Festival Page Ad – Single Space	2-7/16" x 1-3/4"	\$350	\$350

## Non-Member Rates

SIZE	DIMENSION (WxH)	1 TIME RATE	4 TIME RATE
Inside Front Cover Spread	8-1/8" x 10-3/4" x 2	\$8,050	\$6,845
Two Page Spread	8-1/8" x 10-3/4" x 2	\$6,600	\$5,610
Back Cover	8-1/8" x 10-3/4"	\$5,100	\$4,335
Inside Covers	8-1/8" x 10-3/4"	\$4,200	\$3,570
Full Page	8-1/8" x 10-3/4"	\$3,400	\$2,890
1/2-page H or V	7-6/16" x 4-3/4" or 3-9/16" x 9-5/8"	\$2,300	\$1,955
1/3-page Sq or V	4-13/16" x 4-3/4" or 2-5/16" x 9-5/8"	\$1,700	\$1,445
1/4-page V	3-9/16" x 4-3/4"	\$1,100	\$935
1/6-page V	2-5/16" x 4-3/4"	\$875	\$745
Festival Page Ad – Single Space	2-7/16" x 1-3/4"	\$525	\$525



**Katie Rollert, Advertising Sales Director**

1-800-327-7377 • 231-946-3712 x 3055

[Katie.Rollert@vpdcs.com](mailto:Katie.Rollert@vpdcs.com)

### ISSUE AD RESERVATION BY

Winter	October 1
Spring	January 1
Summer	April 1
Fall	July 1

# Deadlines & Demographics



## Why MiBrew? Excellent Distribution

With the fifth highest number of breweries, microbreweries, and brewpubs in the nation, Michigan is home to a passionate beer culture. It's much more than a hobby – it's a lifestyle for those who support the beer and craft beer industry in the Great Lakes State. **MiBrew** exists to speak to that lifestyle and passion shared by the Enthusiast Members of the Michigan Brewers Guild.

The **Michigan Brewers Guild**, founded in 1997, unifies the Michigan brewing community; works to increase sales of Michigan-brewed beer through promotions, marketing, public awareness and consumer education; and monitors and assures a healthy beer industry within the state. With four annual festivals, Allied and Business members, and a growing consumer Enthusiast membership, the Michigan Brewers Guild is committed to furthering the education and enjoyment of the Michigan beer culture for all.

## Demographics & Circulation Information

**Average Age:** 35-40

**Gender:** 58% Male

**Income:** 67% have a HHI of \$50,000+

**Education:** 70% have attended college

**Enthusiast Memberships in Excess of:** 2,200

**Quarterly Readership:** 6,300

**MI RANKS #5 IN THE NATION!**

## Editorial Calendar & Deadlines

### Winter 2019/20

Space reservations / October 1

Artwork deadline / October 7

Mail Date / November 14

### Spring 2019/20

Space reservations / January 1

Artwork deadline / January 7

Mail Date / February 14

### Summer 2019/20

Space reservations / April 1

Artwork deadline / April 8

Mail Date / May 14

### Fall 2019/20

Space reservations / July 1

Artwork deadline / July 8

Mail Date / August 14

## Beer Festival Advertising Pages

TO ADVERTISE IN FUTURE MAP PAGES, CONTACT KATIE ROLLERT  
KATIE.ROLLERT@VPDCS.COM | 231.946.3712 ext. 3055

Limited Space Available - Reserve in Advance.

## Added Bonus!

Your ad will also appear in our digital edition with a link to your website:

- Digital Flipbook edition on [mibrew.org](http://mibrew.org)
- Edition is tablet and mobile friendly!

**NO ADDITIONAL COST!**



Demand Creation  
SERVICES

2779 Aero Park Drive, Traverse City, MI 49686

Phone: 844.936.1402 | Fax: 231.946.9588 | [www.vpdemandcreation.com](http://www.vpdemandcreation.com)

# Advertising Submission Guidelines

## Publication Specifications

**TRIM SIZE:** Publication: 8.125" x 10.75" folded;

**BINDING:** Saddle Stitch

**PRINTING:** Publication: Sheet fed offset

## Digital Ad Requirements

**Ads submitted must meet the publisher's production guidelines.**

**PREFERRED AD SUBMISSION METHOD:** Press quality PDF is the preferred method of ad submission for this magazine. If you're not sure how to make a press quality PDF, please go to [www.VPDemandCreation.com/support](http://www.VPDemandCreation.com/support).

**OTHER SUBMISSION METHODS:** We accept composite JPG (preferred), TIF, or EPS files with the color mode CMYK at 600-900 dpi for color ads or color mode Grayscale for black and white ads.

**SUBMIT YOUR AD:** Our e-mail system will accept files up to 10 MB. For transfer of files over that size, use our file transfer system: <http://filedrop.vpdcs.com>.

Username: mag / Password: vp@file

Please select my name - Katie Rollert - so that the system will notify me of the file's arrival.

**DIMENSIONS:** All ads must be configured to fit the ad sizes as indicated on the rate card. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the live area 7.375" x 9.625" centered.

There is no need to add registration marks.

**BLACK-AND-WHITE ADS:** All black-and-white ads must be set up to output as one-color art and text. This will prevent any unanticipated screen tints from appearing in final image.

**PREPARATION:** If the publisher's production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and re-submit the ad – or – the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted.

**Please call 1-800-327-7377 ext. 3048 if you have any questions regarding your file setup.**

## ADDITIONAL FEES

**DESIGN:** Ad design services for new ads, or redesigns/photo acquisition of existing ads (at the advertiser's request), is available, price TBD, quote provided prior to design/redesign.

**PROOFING:** The price of the ad includes 1 proof, 1 review, and 1 additional proof with changes incorporated. Further changes requiring additional proofs will incur a \$35 fee per round for "advertiser alterations." Advertiser not required to pay \$35 for a proof in which a requested change was missed by our design team.

## Miscellaneous

**PRODUCTION ASSISTANCE:** Complete production services are available. Layout, art, type (including key changes), color separations, etc., will be billed to advertiser in addition to the space rate. Agency discounts do not apply to production charges. All images sent in electronically must be high resolution 300 dpi photos or 800 dpi line-art.

**SPECIAL POSITIONS:** Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. No premium is required for positioning.

## Advertising Agreement

All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the material deadline for the next scheduled insertion.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

## Cancellation Policy

Cancellations will not be accepted after the Ad Space Reservation Date found on page 2. Should you need to cancel, please present this request in writing before this date. Should you cancel after the deadline you will still be responsible for the cost of the ad you have agreed to run.

## Discounts & Commissions

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts. Frequency rates are extended only when a multiple insertion contract is signed. Orders issued on a per issue basis will be charged at the 1X rate. Prices listed as per insertion.

### ADVERTISING CONTACT

**KATIE ROLLERT**  
1-800-327-7377  
231-946-3712 x 3055  
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### EDITORIAL CONTACT

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