



BUFFALO-NIAGARA
 BREWERS ASSOCIATION
 EST. 2013

BUFFALO BEER WEEK

CELEBRATING THE BREWS,

BANDS & BARS OF BUFFALO NY

SEPT. 22 THRU OCT. 1

10 DAYS » 100'S OF EVENTS



MEMBER/SPONSOR RATE SHEET & AD SPECIFICATIONS

— The 2017 Buffalo Beer Week Program will be based on a 5" x 10" vertical format design —

We supply five different ad sizes based on this sheet size.
 The program will be built in Adobe InDesign.

Full Page Non-Bleed:
 4.5" wide x 9.5" tall

Full Page Bleed:
 5" wide x 10" tall

Please include a .25" bleed on all sides for this ad format for a final size of 5.5" wide x 10.5" tall

1/2 Page
 4.5" wide x 4.5" tall

1/4 Page
 4.5" wide x 2.25" tall

3/4 Page
 4.5" wide x 6.75" tall

1/8 Page
 2.25" wide x 2.25" tall

File Formats Accepted:

- Adobe InDesign
- Adobe Illustrator
- Adobe Acrobat (PDF)
- Photoshop
- Composite TIF
- Composite EPS

All ad files - including their logos and photos - must be 300 dpi or higher and **created in CMYK color format NOT RGB!!** Please include ALL font files when submitting - or convert your text to art/paths before saving.

Not Acceptable:

- JPEGs
- Logos or photos copied from the web
- Any copyrighted imagery that was not purchased with license

Sponsorship Levels

IMPERIAL	\$800
Full page advertisement in Event Program. Includes up to 3 directory listings, and free web listing. 11x17" Full Color Beer Week Posters & Beer Stop Signs.	
STOUT	\$600
3/4 page advertisement in Event Program. Includes up to 2 directory listings, and free web listing. 11x17" Full Color Beer Week Posters & Beer Stop Signs.	
IPA	\$400
1/2 page advertisement in Event Program. Includes up to 2 directory listings, and free web listing. 11x17" Full Color Beer Week Posters & Beer Stop Signs.	
PALE ALE	\$200
1/4 page advertisement in Event Program. Includes 1 directory listing, and free web listing. 11x17" Full Color Beer Week Posters & Beer Stop Signs.	

PREMIER AD PLACEMENT

Back Cover: **\$1800**
 Inside Back Cover or Inside Front Cover: **\$1200**

** All sponsors provided with a case of Event Programs **

Print Ad File Submissions

Ads can be submitted via email to your Buffalo Beer Week Representative or transferred to us electronically through our DropBox account. All we will need is your active email account to invite to join our Beer Week DropBox. If you have not used DropBox in the past, it is a free service that only requires an account creation. Additional instructions will be provided at time of transfer or found at www.DropBox.com.