

Sept. 14 thru Sept. 23

10 Days. 100+ Events.

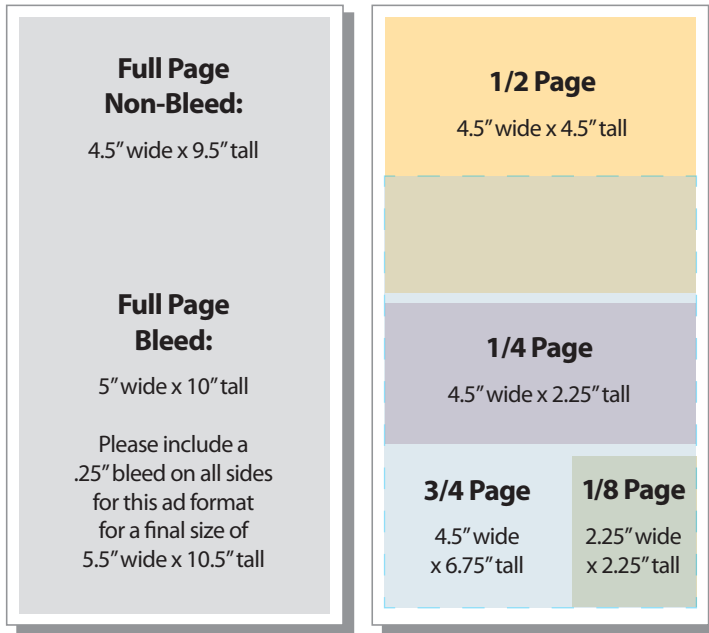
BUFFALO BEER WEEK

The Evolving History & Continuous Education of our Beloved Beverage

MEMBER/SPONSOR RATE SHEET & AD SPECIFICATIONS

— The 2018 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.



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 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.	\$800
STOUT 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.	\$600
IPA 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.	\$400
PALE ALE 1/4 page advertisement in Event Program. Includes 1 directory listing, and free web listing. 11x17" Full Color Beer Week Posters & Beer Stop Signs.	\$200
PREMIER AD PLACEMENT Back Cover:	\$1800
Inside Back Cover or Inside Front Cover:	\$1200

** All sponsors are 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.