



Brewer's Friend *Brewing With Total Confidence*

Advertising Program

Thank you for your interest in advertising with Brewer's Friend. We look forward to serving your advertising needs!

If you are ready to place an order please contact Larry at the email below and he will get you taken care of. Please do not hesitate to contact us with questions. We want you to be delighted with our service.

larry@brewersfriend.com

<http://www.brewersfriend.com>



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Why Advertise with Brewer's Friend?

Are you interested in promoting your products to a wide audience of affluent brewers?

By advertising with Brewer's Friend you can guarantee your advertisements will be seen by thousands of home brewers!

We have a deep passion for home brewing and it shows in our tools, our writing, and every time we answer a question in the forum or respond to an email. Our brewing tools are becoming the standard for ease of use, accuracy, and portability across devices.

Site Traffic

- For the 1 month period between May 1st 2013 and June 1st 2013:
 - 160k visits
 - 440k page views
- Our site traffic continues to grow!
- Data provided by Google Analytics.

About our Website Visits

The vast majority of users visit our site to browse the free beer recipe database, read our blog, browse the forum, print our brew day sheets, and use our stand alone calculators.

- Our site contains over 225 [blog articles on the subject of home brewing](#), and each month we publish more.
- Our [recipe database](#) contains several thousand beer recipes shared by our members.
- We have [17 free brewing calculators](#) that are all highly ranked in google's search index.
- We have [8 printable recipe and brew day templates](#).
- We have [4 infographic style charts](#) on beer styles that are educational, and [this one is pretty fun too](#).



Site Wide Advertisements

Linked advertisements appear on nearly all pages: blog posts, calculators, recipe search, and public recipes. When the user clicks the link they are taken to the URL of your choice.

Your ad is always displayed! We do not rotate out site wide advertisements.

There are two categories - top ads appear on screen without scrolling. Bottom ads are a budget option and the user must scroll down the page to see them. Basic animations are okay. We reserve the right to reject ads with excessive animations.

Site Wide Ad (pixels)	1 month	3 months (20% off)	12 months (30% off)
Top - 250x250	\$100	\$240	\$840
Top - 125x125	\$50	\$120	\$420
Bottom - 125x125	\$30	\$72	\$252

At approximately 440k views per month, the CPM is only \$0.22 for a 250x250 top ad, and \$0.11 for a 125x125 ad. This is an incredible value and only gets better when purchasing a 3 or 12 month slot.

Advertising Specific Pages or Calculators

You may find it more desirable to advertise on certain pages at our site. For example, if you are an exclusive hop vendor, advertising on our hops AA chart page and our IBU calculator might be the best value for you.

Ad Size (pixels)	1 month	3 months (20% off)	12 months (30% off)
Specific Page - 250x250	\$50	\$120	\$420
Specific Page - 125x125	\$30	\$72	\$252



Printable Pages

We offer the option of placing a 'sponsored by' message on our printable pages.

Brewer's Friend has 8 printable brew day sheets and checklists, a recipe print feature, and a brew session print feature. Users print from Brewer's Friend over 8000 times per month. We estimate brewers pickup these sheets an average of 22 times! Brewers save these printed sheets and share them with friends. There is nothing like having your brand sitting right on your customer's table in the real world.

Printable Page	1 month	3 months (20% off)	12 months (30% off)
8 static PDFs	(3 month minimum required)	\$360	\$1,260
Recipe Print	\$100	\$240	\$840
Brew Session Print	\$100	\$240	\$840

Facebook / Twitter / Google Plus posts

We share on Facebook, Twitter, and Google Plus for \$25 (to all 3 networks).



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Blog Posts About Your Product Written By Us

Blog posts stay on the home page for 2-3 months and live in the archives indefinitely. Includes a share on Facebook, Twitter, and Google Plus when a post goes live.

Blog posts will contain several high quality photos. You will be able to approve the post before it goes live and provide feedback. We do want to maintain our independence as a trusted source of information for brewers.

Blog post price: \$250.

Mobile App Advertisements

We have a free iPhone app, and a free Android app. Mobile advertisements are said to be the most 'intimate'. You may reserve a 3 month or 1 year dedicated slot in these apps:

Mobile App Ads	3 months	12 months (10% off)
iPhone 'Free'	\$750	\$2700
Android 'Free'	\$750	\$2700



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Other Information

- Active vendors get a complimentary premium subscription to our brewing software and may post in the Vendor Specials section in our forum.
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Partner Program

You might also be interested in our partner program. It is specifically for home brew stores, online vendors, and online brewing sites. We offers a 40% commission of each premium subscription sale.

The program is a win-win for everyone. Our website reinforces brewers by helping them avoid pitfalls, discover process improvements, and stay organized. The more happy brewers there are out there, the better your business will do.

<http://www.brewersfriend.com/homebrew/partnerprogram/>