

FLORIDA BEER NEWSBRIEF

REACH 1,400

BEER DISTRIBUTORS AND HOSPITALITY PROFESSIONALS

EACH WEEK

MEDIA KIT



**A** MillerCoors First and foremost, we're beer people.

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**FLORIDA BEER NEWSBRIEF**

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**MICRO MATIC**  
COMMERCIAL EQUIPMENT  
Gain access to the world's largest online draft equipment store 24/7.

**Florida beer lovers unite in central Tampa**  
Patch.com  
If your idea of a good beer is Busch Light, you'll have an opportunity to expand your horizons. If you're already a connoisseur of hoppy ales and smooth porters, it's time to order a cold one and enjoy. May 16 begins American Craft Beer Week, and Tampa taprooms and breweries will be in full swing. American Craft Beer Week is a nationwide event promoting small breweries. For these human-scale operations, brewing beer is less of a business and more of an art. [MORE](#)

**PDC** Designing engineered solutions for warehouse and distribution infrastructure for the long term. [CLICK HERE](#)

**Product Showcase**

**Food & Beverage Packaging by AAC**  
Innovative products that meet the requirements of our customers combined with a client-centered approach and outstanding service have made All American Containers, Inc. a leader in the food and beverage market.

**How Customizable Are Lease Trucks?**  
**PENSKE**  
When you lease from Penske, we customize trucks to design the best fleet possible for your needs. Everything from turning radius to transmission, from seat type to liftgate, can be customized to optimize your fleet.

**How Customizable Are Lease Trucks?**  
**INTERVIEW RAS**  
Beverage wholesalers today are faced with significant challenges such as an increasing number of SKUs, quickly changing consumer preferences, and outdated technology tools. Interview Route Accounting System (RAS) is an easy-to-use sales and distribution solution designed for beverage distributors.

**FleetMatics**  
**GPS Tracking System**  
The fastest, easiest & most effective GPS tracking system for your business.

**LEARN MORE**

**PERROTT, INC.**

**Pale ale development comes on strong**  
The Washington Post  
The Rock Bottom brew pub chain is making a move that would have been almost unthinkable a decade ago: It's dropping its pale ale. Geoff Lively, head brewer at the Bethesda, Md., branch, estimated recently that he had two weeks' supply of his Rock Creek Pale Ale in the tank. By mid-May, the onetime staple will give way to an India pale ale that Lively describes as fractionally more bitter, but with "a ton more" finishing and aroma hops and about .5 percent more alcohol. [MORE](#)

**Featured Companies**

**SWIFT WATER** We Know Your Business. Draw upon our DSD expertise to help you both in cost savings as well as growing revenue opportunities. [MORE](#)

**Barcoding Incorporated** Specializing in the development, deployment, and management of supply chain and mobility systems based on automated data capture and wireless technology. [MORE](#)

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MULTIBRIEF 7701 Lee Colinas Ridge, Ste. 100, Irving, TX 75063

# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B/1 TOP/BOTTOM SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E FEATURED COMPANY**  
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.
- G CURRENT PROMOTION**  
Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 26 emails to the 1,400 beer distributors and hospitality professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper Top/Bottom  
**\$3000/\$2750**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company  
**\$2500**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

Lorem ipsum  
dolor sit amet  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed do eiusmod  
tempor incididunt  
ut labore et  
[More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**



Current Promotion  
**\$2250**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et. [More](#)

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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# THE FLORIDA BEER NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO ALL TIERS OF THE BEER INDUSTRY IN FLORIDA, BREWERS, DISTRIBUTORS AND RETAILERS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of sales managers, restaurant owners, general managers, government relations professional and principals of the largest beer distributorships in Florida.

FLORIDA BEER NEWSBRIEF  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN FLORIDA BEER NEWSBRIEF:



## CREDIBLE SOURCE

For over 65 years, our members have turned to the association as the informational authority of the industry. Advertising in solidifies your place among weekly information provided to BIF members.



## TARGETED DISTRIBUTION

Advertising in Florida Beer NewsBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Florida Beer NewsBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Florida Beer NewsBrief ensures your ad will be seen weekly by our 1,400 subscribers.



## AFFORDABLE

Advertising in Florida Beer NewsBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Florida Beer Newsbrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Florida Beer NewsBrief.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.