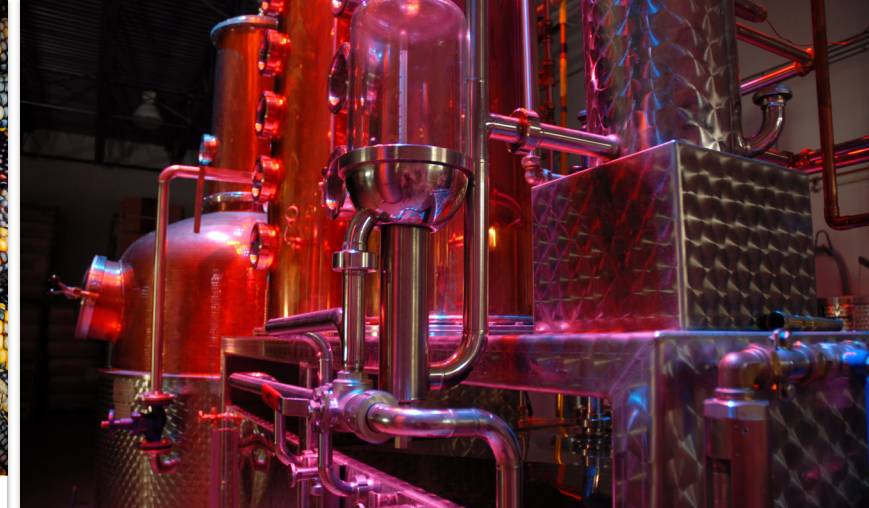




The American Craft Spirits Association (ACSA) is the only registered national nonprofit trade group representing the U.S. craft spirits industry. Our mission is to elevate and advocate for the community of craft spirits producers, which includes nearly 2,300 small businesses. And our vision is that the greatest spirits are universally recognized as coming from our member producers, and they are enjoyed responsibly everywhere in the world.

ACSA provides one of the largest networks in the community of operational DSPs, creating opportunities to connect via our Distillers' Convention and Vendor Trade Show, webinars and special events. We also deliver news, feature stories and more through *CRAFT SPIRITS* magazine, email newsletters, videos and podcasts.



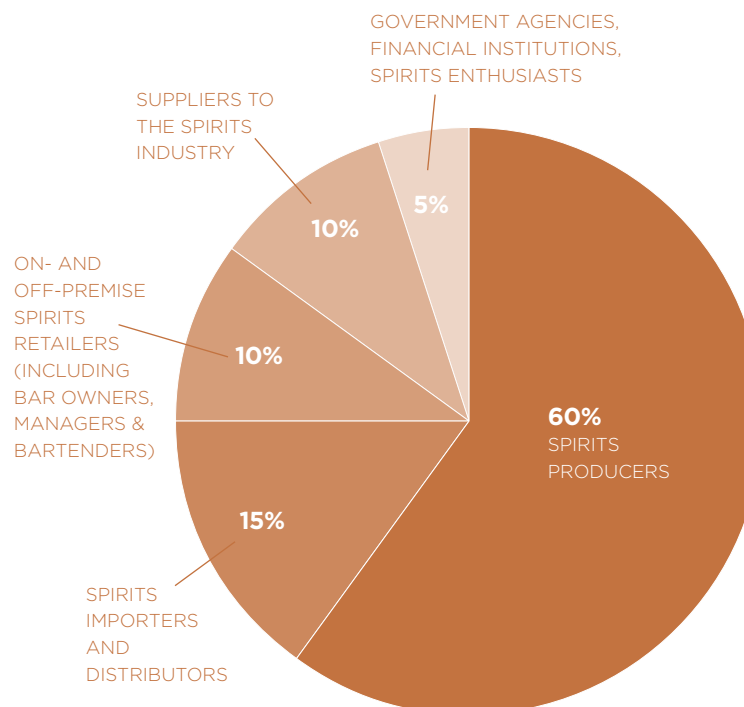
CRAFT SPIRITS

MAGAZINE

CRAFT SPIRITS magazine is the unparalleled resource for in-depth insight and intelligence for the entire craft spirits universe. The bi-monthly digital magazine from the American Craft Spirits Association features information and analysis that small, independent spirits producers and allied businesses need to operate in today's complex craft beverage market. The official website, craftspiritsmag.com, offers up-to-the-minute news, videos and features to keep the industry informed every single day.

READERSHIP: 10,000 per bi-monthly issue

SUBSCRIBER BREAKDOWN



DIGITAL MAGAZINE

DISTRIBUTION: 6 times per year
TOTAL CIRCULATION: 10,000 per issue

WEBSITE

Ads are available on the CraftSpiritsMag.com website.

E-NEWSLETTERS

Sponsorships are also available on Craft Spirits Weekly and the Monthly Mash e-newsletters, which are e-mailed to American Craft Spirits Association members and craft spirits industry leaders worldwide.

CRAFT SPIRITS PODCAST

Ads are available on our podcast, which features conversations with craft spirits producers and visionaries.

CRAFT SPIRITS TV

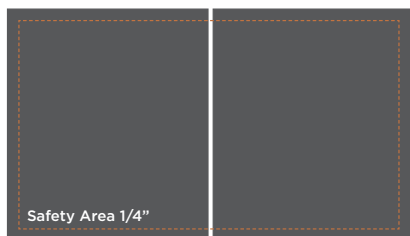
Ads are available on our YouTube videos.

RATES & SPECS

Rates (per run)	1x	2x	3x	4x	5x	6x
Full Page	\$2,800	2,600	\$2,400	\$2,300	\$2,200	\$2,000
2 Page Spread	\$4,300	\$4,100	\$4,000	\$3,900	\$3,800	\$3,600
½ Page	\$1,600	\$1,550	\$1,500	\$1,450	\$1,400	\$1,300
½ Page Spread	\$2,400	\$2,325	\$2,250	\$2,175	\$2,100	\$2,000
¼ Page	\$950	\$900	\$875	\$850	\$825	\$800

CLASSIFIEDS

\$150: small
\$250: large



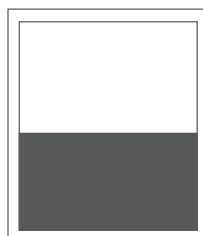
Two Page Spread

Trim: 17.5" x 10.875"
Bleed: 17.75" x 11.125"



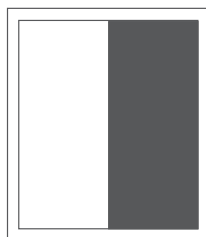
Full Page

Trim: 8.75" x 10.875"
Bleed: 9" x 11.125"



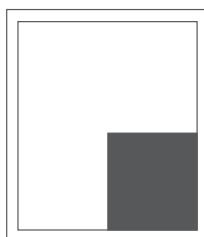
1/2 Page Horizontal

Non-Bleed:
7.5" x 4.5"



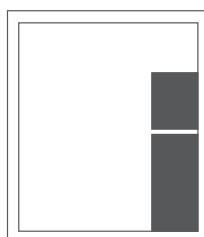
1/2 Page Vertical

Non-Bleed:
3.625" x 9.25"



1/4 Page

Non-Bleed:
3.625" x 4.5"



Classified Ads

Large:
1.75" x 4.5"
Small:
1.75" x 2.25"

All live matter must be kept inside these dimensions on all four sides. Keep text at least 1/4" from trim. For bleed, add 1/8" on all sides. Preferred file format: PDF/X1a. Native application files not accepted. Minimum resolution of 300 dpi.

All design & production of ad materials must be complete prior to submission.

Ask about special member discounts.

WEBSITE ADVERTISING RATES

LEADERBOARD: (728x90px) \$500 per month, \$950 for 2 months, \$1,350 for 3 months

SKYSCRAPER: (160x600px) \$400 per month, \$760 for 2 months, \$1,080 for 3 months

MPU/MEDREC: (300x250px) \$500 per month, \$950 for 2 months, \$1,350 for 3 months

EXCLUSIVE WEBSITE CHANNEL SPONSORSHIPS: \$750/month

QUARTERLY CHANNEL SPONSORSHIPS: \$1,600

CRAFT SPIRITS TV: \$350 for one episode

PODCAST ADS: \$500 per advertiser per bi-weekly episode

PODCAST/CRAFT SPIRITS TV BUNDLE: \$2,000 (includes two podcast episodes, four to five episodes of Craft Spirits Live and two episodes of Craft Spirits TV)

SOCIAL MEDIA TAKEOVERS: \$3,900 for one full day

E-NEWSLETTER SPONSORSHIP

CRAFT SPIRITS WEEKLY: \$1,250 Monthly Sponsorship;
\$400 1-Week Sponsorship

MONTHLY MASH: \$900 Monthly Sponsorship

SPONSORED CONTENT

FULL PAGE: \$3,000 if written by advertiser; \$3,300 if written by *Craft Spirits*

TWO PAGE SPREAD: \$4,500 if written by advertiser; \$5,000 if written by *Craft Spirits*

ADDITIONAL OPPORTUNITIES

WHITE PAPERS \$3,500 per white paper to be blasted 2x to full subscriber list, promoted for 90 days and hosted on CraftSpiritsMag.com for 1 year (inquire about word count and other specifications)

MONTHLY NEW PRODUCTS E-NEWSLETTER: \$250 Per product listing

CRAFT SPIRITS YEARBOOK: Enhanced listing \$250, full-page ad \$3,000

EDITORIAL CALENDAR



JAN. 2022

Craft Spirits Packaging Awards



MARCH/APRIL 2022

Heirloom Rye



MAY/JUNE 2022

The RTD Report



JULY/AUG. 2022

ACSA Convention Preview



SEPT./OCT. 2022

The Gin Issue



NOV./DEC. 2022

Direct to Consumer Shipping



JAN./FEB. 2023

ACSA 10th Anniversary Issue



MARCH/APRIL 2023

Craft Spirits Packaging Awards

In addition to feature stories, each issue of *CRAFT SPIRITS* magazine covers every angle of the distilling world, including: packaging, raw materials, sales & marketing, technical & production, distribution, on- and off-premise retail, human resources, safety, business and finance.



ADDITIONAL ADVERTISING OPPORTUNITIES

ACSA and CRAFT SPIRITS magazine also present a convention, an array of educational offerings and competitions throughout the year. Inquire about these offerings separately.

DISTILLERS' CONVENTION AND VENDOR TRADE SHOW

Developed for the community of craft spirits producers, ACSA's Distillers' Convention and Vendor Trade Show brings together distillers and suppliers to harness the energy of the industry. ACSA has educated thousands to strengthen the safety and prosperity of the trade and has provided a platform to network and explore products and services from our suppliers.

JUDGING OF CRAFT SPIRITS

ACSA hosts an annual Judging of Craft Spirits, in which expert judges evaluate spirits from across the world. The Best in Class honorees are presented with hand-carved barrelheads and all medal recipients will receive custom medals.

CRAFT SPIRITS PACKAGING AWARDS

The annual Craft Spirits Packaging Awards celebrates excellence and creativity in the design of craft spirits labels and packaging. All medalists receive a custom medal and the Best in Show winner receives a special award.

CRAFT SPIRITS YEARBOOK

New in 2021, the Craft Spirits Yearbook is a printed booklet featuring ACSA's annual report, a supplier's directory for craft distillers and the best articles from *CRAFT SPIRITS* magazine.

THE CRAFT SPIRITS PLATFORM AWARDS

New for 2022, the Craft Spirits Platform Awards will recognize the best website, marketing/promotional campaign, social media presence, branded merchandise, tasting rooms and more.

WEBINARS

ACSA presents two types of webinars: Craft Spirits Classroom and Supplier Showcase.

CRAFT SPIRITS CLASSROOM

Craft Spirits Classroom webinars are traditional online education sessions featuring presentations by industry experts or panels of craft spirits producers on pertinent topics and trends within the craft spirits marketplace. We offer exclusive and non-exclusive sponsorship opportunities.

Exclusive sponsorship (available on first-come, first served basis): \$3,000

With an exclusive sponsorship, no other sponsors will be permitted on the webinar.

Non-exclusive sponsorship: \$1,200

Non-exclusive sponsors will be included on the webinar with other non-exclusive sponsors.

All sponsors are entitled to a five-minute speaking slot, with optional Powerpoint slides, to address a challenge and solution within the industry, as well as branding across the webinar and on all webinar promotions.

SUPPLIER SHOWCASE

The supplier showcase webinar features a panel of sponsors within a particular supplier product/service category detailing solutions for everyday distiller challenges.

SPONSORS

TAKE YOUR SUPPORT OF ACSA TO THE NEXT LEVEL

ACSA is thankful to generous sponsors who recognize the benefits of working together to advance the craft spirits industry and continue to make our visions reality.

The craft spirits industry is flourishing because of the collaboration of our suppliers. Sponsors allow ACSA to fund new initiatives and provide critical support to the financial stability of our trade.

Recognizing that one size does not fit all, we've created two distinct levels of sponsorship. Both Cask Strength and Single Barrel sponsors benefit from ACSA's commitment to build brand visibility by publicly recognizing your generosity throughout the year and keeping open lines of communication among our sponsors, the association and our membership.



	SINGLE BARREL	CASK STRENGTH
MEMBERSHIP	\$5,000	\$10,000
ACSA Affiliate Level	✓	✓
ACSA Advisory Council	x	✓
Receive membership list once a year	✓	✓

CONVENTION		
Premier single booth with two attendees	✓	x
Premier double booth with four attendees	x	✓
Logo on signage, print or digital materials customized for the convention	✓	✓
Prime placement of ad with full brand description on convention mobile app	x	✓
Social media placement during convention	x	✓

EDUCATION		
Complimentary webinars	✓	✓
Preference for opportunities to educate members either on webinars or convention programs	x	✓

WEBSITE		
Sponsorship description, logo and link from our website	✓	✓

EMAIL MARKETING		
Logo and link to sponsor website in ACSA's primary communication tools (Monthly Mash and Craft Spirits Weekly)	✓	✓
Q&A feature in digital communication, reaching entire trade	x	✓

CRAFT SPIRITS MAGAZINE		
Full page ad (\$2,800 value) or two half-page ads for an issue of your choice throughout the year	x	✓
One half-page ad or two quarter-page ads	✓	x
One year of full-page ads discounted 50%	x	✓
One month of website banner ads or newsletter ads	✓	✓

ACSA ANNUAL REPORT		
Recognition and thanks to show community and industry support	x	✓



CRAFT SPIRITS

MAGAZINE

FOR ADVERTISING INQUIRIES:

ASHLEY GUILLERMO, Sales and Development Manager
ashley@americancraftspirits.org | 702.301.7802

FOR EDITORIAL INQUIRIES:

JEFF CIOLETTI, Editor-in-Chief
jeff@americancraftspirits.org | 732.310.3328

JON PAGE, Senior Editor
jon@americancraftspirits.org | 919.906.3892

To submit a press release or new product announcement:
news@americancraftspirits.org

