

True Brew

A Craft Beer Lifestyle Magazine

True Brew Magazine serves your message directly to **40,000+** craft beer enthusiasts in the Capital Region

1. PRINT MAGAZINE

YOUR AD



YOUR NEWS



YOUR EVENTS



15,000 print impressions
distributed to 200+ locations in the greater capital region

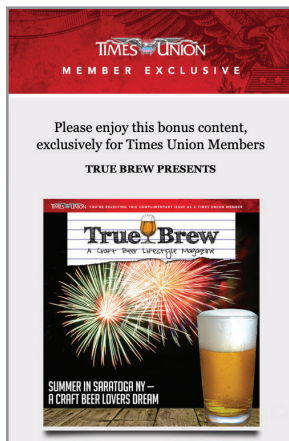
2. SOCIAL MEDIA



4,000+ social media followers

twitter.com/truebrewmag
instagram.com/truebrewmagazine
facebook.com/truebrewmagazine

3. DIGITAL EDITION



25,000+ Times Union E Subscribers

Delivered via email to 25,000+ Electronic Edition Subscribers, and available at TrueBrewMagazine.com



Collar City Craft Media, LLC
PO Box 432, Troy, NY 12182
(518) 378-6368
advertising@truebrewmagazine.com

AD RATES AND SPECIFICATIONS

Placement (issues)	1-2	3-4	5-6	Digital Ad
Back cover	1500	1200	n/a	100
Full page	900	700	600	100
Half page	500	450	350	50
Quarter page	250	225	175	25
Eighth page	100	100	100	included

AD SIZES

Full page	9.5 x 10
Half page (horizontal or vertical)	9.5 x 4.5
Quarter page	4.5 x 4.5
Eighth page	4.75 x 2.25
Back cover inside front cover	9.5 x 10

DEADLINES

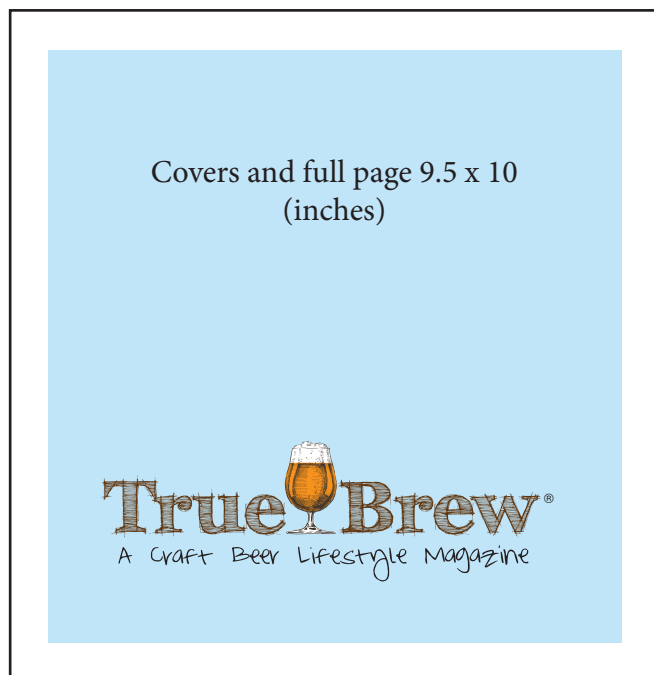
Space reservations must be made by 5pm on the 15th of the month prior to the issue release. September ads must be reserved by August 15, for example.

Send digital files to: advertising@truebrewmagazine.com

All of our advertising is in full color.

TBM reserves the right to use your ad on our web/social media.

Call Erik: 518.378.6368



PAYMENT

All ads must be pre-paid by 5pm on the 15 of the previous month, or two weeks prior release. Placement for 1-3 issues must be made at time of agreement. American Express, Mastercard and Visa are accepted. Payment by check must be made 10 business days prior to issue release.

To make a payment, call 518.961.1107

email advertising@truebrewmagazine.com

or mail a check made out to CCCM LLC. to:

TBM | PO Box 432 | Troy, NY 12182

We use PayPal as well.

POSITIONING

Clients may receive preferred positions for ads half page or larger with an additional 10% fee.

DESIGN

At True Brew Magazine, we strive to keep our publication looking its best, using only full color advertising. Our experienced graphic designer is available to design your ad at a reasonable fee, ask about our design services.

FILE SPECIFICATIONS

We prefer a 300 DPI pdf, PSD, Tiff or a high quality jpg, in CMYK format with fonts included or converted to curves.

No bleed is needed.

