

BrewersAssociation.org Advertising Policy

The Brewers Association (BA) accepts advertising on the BrewersAssociation.org website. The BA has the right to refuse any advertisement that is inappropriate or incompatible with our mission. The presence of an ad on BrewersAssociation.org does not imply endorsement of the advertised company or product. Advertisers must not make unsubstantiated health claims or suggest that the BA has endorsed a product. Advertising is not targeted to individual users but may be placed on the permissible pages on the site adjacent to content related to advertiser interest. The BA may change this policy at any time, at its discretion, by posting a revised policy to the BrewersAssociation.org website. This policy will be reviewed on a semi-annual basis.

The following is the current advertising policy for the BrewersAssociation.org website:

- Advertising is open to Brewers Association brewery members with voting rights and Allied Trade members. (See Brewers Association [Bylaws](#).) Voting member brewers may promote their brewery (breweries), their interests, activities and brands. Breweries are encouraged to promote brands that apply to the craft beer segment.
- No advertisements affiliated with or suggestive of distilled spirits, tobacco, energy drinks, wine or pornography will be approved.
- Advertising should comply with laws related to the content.
- All advertising is subject to review by Brewers Association staff.

The following advertisement types are prohibited:

- Pop-ups and floating ads or surveys.
- Ads that have forms within them to collect personally identifiable information, including emails, while a visitor is on BrewersAssociation.org.
- Collection of any personally identifiable information from BrewersAssociation.org visitors or placement of any cookies, applets or other such files that transmit any personally identifiable information to the advertisers or agencies from the computers of BrewersAssociation.org visitors who did not visit the advertisers' sites by clicking on their ad banners.

The following criteria must be met to allow a company to advertise:

- The advertisement, advertising icons and company logos must be displayed in such a way that they clearly are not part of BrewersAssociation.org website content.
- The full rules for any market research or promotion must be displayed or linked to.

The Members-Only section of BrewersAssociation.org only accepts advertising from Brewers Association members.

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the BA at any time.

Advertising revenue is used to support BrewersAssociation.org and the Brewers Association organization. The Brewers Association is a not-for-profit association whose purpose is to promote and protect small and independent American brewers, their craft beers and the community of brewing enthusiasts.

For questions about advertising, contact:

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