

CraftBeer.com Advertising Policy

The Brewers Association (BA) accepts advertising on the CraftBeer.com website. The BA has the right to refuse any advertisement that is inappropriate or incompatible with our mission. The presence of an ad on CraftBeer.com 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 CraftBeer.com website.

The following is the current advertising policy for the CraftBeer.com website:

- Advertisers 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 Brewers Association reserves the right to restrict advertisers based on its discretion.

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 CraftBeer.com.
- Collection of any personally identifiable information from CraftBeer.com 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 CraftBeer.com 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 CraftBeer.com website content.
- The full rules for any market research or promotion must be displayed or linked to.

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 CraftBeer.com 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 more information about advertising, please contact:

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