



NBWA Digital Sponsorship Opportunities

Booking now for 2026!

- **Digital Advertising:** Reach distributor members on NBWA's main web pages
- **Event Digital Advertising:** Reach hundreds to thousands of engaged event attendees
- **Weekly Delivery Newsletter Advertising:** Reach 10,000 beer and beverage distributors and industry professionals each week

Member Dashboard

Ad Mockup Lorem ipsum

LEARN MORE

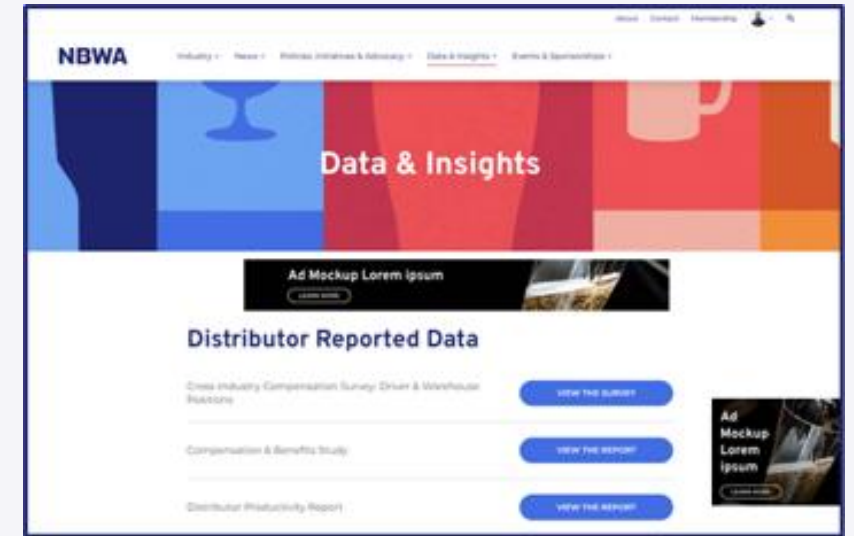
Welcome to the NBWA Member Dashboard

Welcome to the newly launched NBWA Member Portal! This is your home base, meant to enhance and simplify your experience as an NBWA member. You'll find everything ranging from member-only content to upcoming association events and even a discussion board. [Click here for the new website how-to guide.](#)



Ad Mockup Lorem ipsum

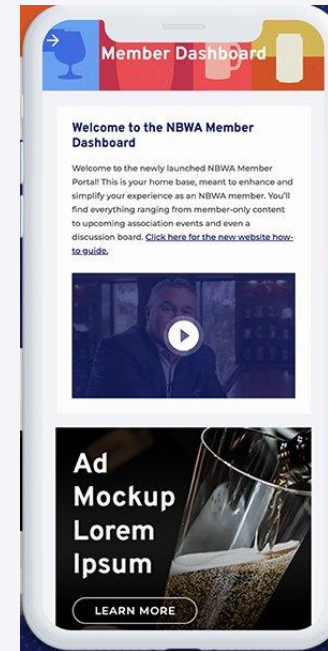
- Dashboard
- Library
- Events
- Discussion Board
- My Documents
- Return to Homepage



Desktop View

Website Ads

- o \$250 per month per page **depending on the page*
 - o Page options include Member Dashboard, Homepage, Beer Purchasers' Index, Industry Facts and more
- o Monthly reports on views and click-throughs
- o Unlimited replacements of artwork/URLs during period



Mobile View

To ensure the best image quality on high-resolution screens, we recommend exporting all ad creatives at 2x the display size.

Desktop: 970x250
(Upload at 1940 × 500)

Mobile: 300 × 250
(Upload at 600 × 500)

Event Page Ads

Available now

Reach NBWA event attendees and prospective attendees on our newly redesigned* event webpages.

- ☑ Legislative Conference | April 19-22
- ☑ BREW Leadership Forum | April 20
- ☑ Annual Convention & Trade Show | Oct. 11-14
- ☑ BREW Making Moves | Oct. 13-14
- ☑ Next Generation Conference | Nov. 9-11

*redesign to launch early 2026



1,850

Distributors attended
NBWA events in 2025

All Sponsorships Include

Data and Changes

- Monthly reports on views and click-throughs
- Unlimited replacements of artwork/URLs during period

Placement on All Related Pages During Sponsorship

- Sub-pages (Seminars, Schedules, Speakers, Non-Sponsored Onsite Events, etc.)
- Preview Articles
- Press Releases

To ensure the best image quality on high-resolution screens, we recommend exporting all ad creatives at 2x the display size.

Desktop: 970x250 (Upload at 1940 × 500)

Mobile: 300 × 250 (Upload at 600 × 500)





\$500

Regular

\$1,000

Two Months
Before Event

Annual Convention

Oct. 11-14, 2026

1. Audience: *Owners, Execs, Ops, Sales, Finance, IT, Next Gen*
2. 10,000 views per month (Sept-Oct); 5,000 others
3. Most engaged: 20,000 interactions in Sep/Oct



\$250

Regular

\$500

Two Months
Before Event

Legislative Conference

April 19-22, 2026

1. Audience: *Owners, Execs, Legal, Federal Affairs, Next Gen*
2. 3,000 Views Per Month (Mar-Apr); 1,500 others



\$250

Regular

\$500

Two Months
Before Event

Next Gen Conference

Nov. 9-11, 2026

1. Audience: *Owners, Execs, Next Gen*
2. 2,000 Views Per Month (Oct-Nov); 1,000 others



BREW Leadership Forum

April 20, 2026

1. Audience: *Execs, Marketing, Sales, Next Gen*
2. 1,500 Views Per Month (Mar/Apr)

BREW Making Moves

Oct. 13-14, 2026

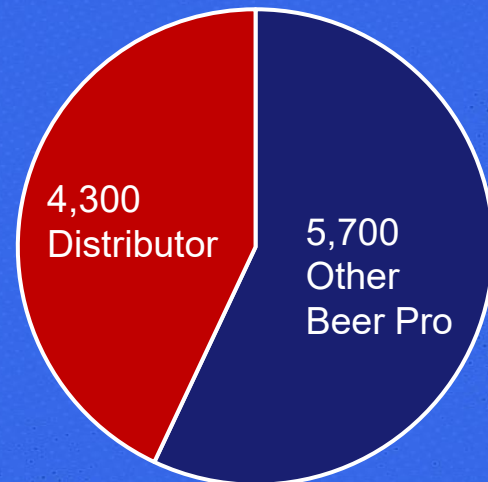
1. Audience: *Owners, Execs, Marketing, Sales, Next Gen, Suppliers (Beer, Wine, Spirits, NA, Emerging), Retailers*
2. 1,500 Views Per Month (Sept/Oct)

Weekly Delivery Ads

- ✓ **Our Flagship Publication:** 50 issues each year, highlighting beer industry and distributor news
- ✓ **Engaged Readership:** 44% Open Rate, 22,000 clicks year to date, 70 click-through average on ads
- ✓ **Reaches Decision-Makers:** Read by distributor owners, executives, directors and managers

10,000

Subscribers,
broken down by...



NBWA's Weekly Delivery

Cans Changed Craft Beer Forever. What Comes Next?

Cans have grown to nearly [76 percent](#) of craft beer's retail sales, driven by the ubiquitous 4 x 16.9oz package for domestic craft and increased adoption among traditionally glass-based import brands. Future packaging trends may include more "mini" (8.4oz) package options and the revival of bottles marketed as a more pristine drinking experience.

[READ →](#)

Advertisement



DISTRIBUTOR NEWS

DeCrescente Distributing Company [helps](#) deliver 35,000 pounds of food for Thanksgiving

Frank Beer Distributors [brings](#) holiday cheer with debut lights parade in Baraboo, WI

Ad Options (All Weeks Outside Convention)

Sponsored Advertisement

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS

October 17, 2025

NBWA Wraps Innovation-Driven Annual Convention in Las Vegas



Banner Ad \$1,000 Per Week

- First image presented to readers
- 600x68 pixel ad linking to URL of your choice

Advertisement



Middle Unit \$500 Per Week

- Located in body of email
- 400x300 pixel ad linking to URL of your choice

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS



Ad Takeover \$1,500 Per Week

- Banner and 2 Middle Unit
 - Recommend two different Middle Unit to maximize engagement

Ad Options (2 Weeks Before/After Convention)

Sponsored Advertisement

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS

October 17, 2025

NBWA Wraps Innovation-Driven Annual Convention in Las Vegas



Banner Ad \$1,500 Per Week

- First image presented to readers
- 600x68 pixel ad linking to URL of your choice

Advertisement



Middle Unit \$750 Per Week

- Located in body of email
- 400x300 pixel ad linking to URL of your choice

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS



Ad Takeover \$2,250 Per Week

- Banner and 2 Middle Unit
 - Recommend two different Middle Unit to maximize engagement