

## Brewers Association (“BA”) Advertising Policy

The following policy applies to advertising on BrewersAssociation.org, CraftBeer.com and HomebrewersAssociation.org (each, a “BA Website”) and advertising in *The New Brewer* and *Zymurgy* (each, a “BA Publication”).

- The table below specifies who may advertise on a BA Website or in a BA Publication:

	Open to Voting BA Brewery Members?	Open to Non-Voting BA Brewery Members?	Open to Allied Trade Members?	Open to Craft Beer Retailer Members?	Open to Wholesaler / Distributor Members?	Open to Businesses Who Are Not BA Members?
<b>BrewersAssociation.org</b>	Yes	No	Yes	Yes	Yes	To be determined by BA case-by-case
<b>CraftBeer.com</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>HomebrewersAssociation.org</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b><i>The New Brewer</i></b>	Yes	No	Yes	Yes	Yes	To be determined by BA case-by-case
<b><i>Zymurgy</i></b>	Yes	Yes	Yes	Yes	Yes	Yes

- Certain types of advertising are not accepted by BA. See the lists below for such restrictions. BA reserves the right to add to and modify the lists in its sole discretion.

<b>BrewersAssociation.org</b> does not accept ads that promote, mention or suggest the following:	<b>CraftBeer.com</b> does not accept ads that promote, mention or suggest the following:	<b>HomebrewersAssociation.org</b> does not accept ads that promote, mention or suggest the following:	<b><i>The New Brewer</i></b> does not accept ads that promote, mention or suggest the following:	<b><i>Zymurgy</i></b> does not accept ads that promote, mention or suggest the following:
<ul style="list-style-type: none"> <li>✗ tobacco</li> <li>✗ marijuana</li> <li>✗ firearms/weapons</li> <li>✗ pornography</li> <li>✗ distilled spirits</li> <li>✗ wine</li> <li>✗ energy drinks</li> <li>✗ flavored malt beverages</li> </ul>	<ul style="list-style-type: none"> <li>✗ tobacco</li> <li>✗ marijuana</li> <li>✗ firearms/weapons</li> <li>✗ pornography</li> <li>✗ distilled spirits</li> <li>✗ wine</li> <li>✗ energy drinks</li> </ul>	<ul style="list-style-type: none"> <li>✗ tobacco</li> <li>✗ marijuana</li> <li>✗ firearms/weapons</li> <li>✗ pornography</li> </ul>	<ul style="list-style-type: none"> <li>✗ tobacco</li> <li>✗ marijuana</li> <li>✗ firearms/weapons</li> <li>✗ pornography</li> <li>✗ distilled spirits</li> <li>✗ wine</li> <li>✗ energy drinks</li> <li>✗ flavored malt beverages</li> </ul>	<ul style="list-style-type: none"> <li>✗ tobacco</li> <li>✗ marijuana</li> <li>✗ firearms/weapons</li> <li>✗ pornography</li> </ul>

- BA Websites also do not accept the following types of ads:
  - Pop-ups and floating ads or surveys;
  - Ads that enable advertisers or their agents to track, collect or transmit personally identifiable information, including online activity information, from or about visitors while they are on a BA Website – these include, for example: (1) ads that have forms within them which can be filled out by visitors on a BA Website without going to the advertiser’s website; and (2) ads that use cookies, web beacons, applets, plug-ins, or other devices to track, collect and/or transmit data about visitors while they are on a BA Website.
- All advertisements are subject to review and approval by BA staff. BA reserves the right to reject and cancel any advertisement at any time and for any reason (for example, if an ad is deemed inappropriate, offensive, in bad taste, incompatible with our mission, or potentially harmful to the image or reputation of BA).
- Advertisers are encouraged to promote brands in the craft beer sector.
- All beer advertising must comply with the Brewers Association Marketing and Advertising Code published at <http://www.brewersassociation.org/pages/business-tools/marketing-and-advertising-code>, which constitutes part of this policy.
- Advertising is not targeted to individual users. However, BA may, in its discretion, allow advertisements to be placed adjacent to content related to advertiser interest.

- Advertisers must ensure that their advertisements comply with all applicable laws and regulations, including, without limitation, alcohol related laws and regulations.
- Advertisers must ensure that their advertisements do not infringe or violate any right of any person or entity.
- Advertisers must not make untrue, misleading, or unsubstantiated claims about their products or services.
- The presence of an ad does not constitute or imply BA's endorsement of or affiliation with the advertised company or product or service. Advertisers must not suggest that their products or services are endorsed by or affiliated with BA.
- The advertisement, advertising icons and advertiser marks and logos must be displayed in such a way that they clearly are not part of BA content.
- The full rules for any market research or promotion must be displayed or linked to.
- Advertiser links (including links embedded in ads) must open a new browser window – that is, when visitors click on an ad, they will be directed to the advertiser's own website in a new browser window.

The policy above is intended to provide general guidance and is not meant to be inclusive or exhaustive. BA reserves the right to modify this policy at any time, in its sole discretion, by posting a revised policy to the Site.

Advertising revenue is used to support the BA organization and its properties. BA 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 [advertising@brewersassociation.org](mailto:advertising@brewersassociation.org) or 303-447-0816 x3.