



THE DAILY EDITION
WILL REACH OVER
12,000
COFFEE
PROFESSIONALS
AT THE EXPO
IN 2017

The Daily Edition is an exclusive opportunity for exhibitors and members to communicate important messages to attendees at the 2017 Global Specialty Coffee Expo, held April 20-23, in Seattle, WA.

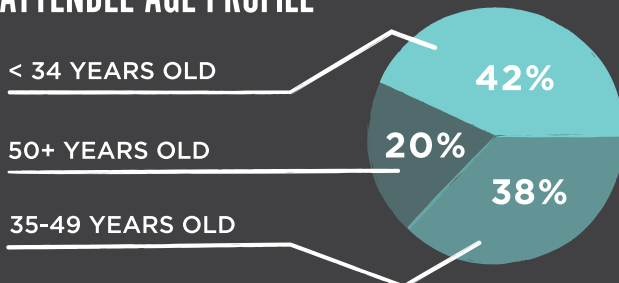
Exhibitors can reach Expo attendees with key sales messages in **The Daily Edition**, which will be published four times during the event and handed out to attendees Thursday through Sunday mornings. Each issue will feature important up-to-the-minute news and photographic coverage.

The Daily Edition reaches thousands of coffee professionals at precisely the right time, as they start their day at Expo. Advertising in **The Daily Edition** guarantees high visibility and maximum traffic at the show for your company and its exhibit booth.

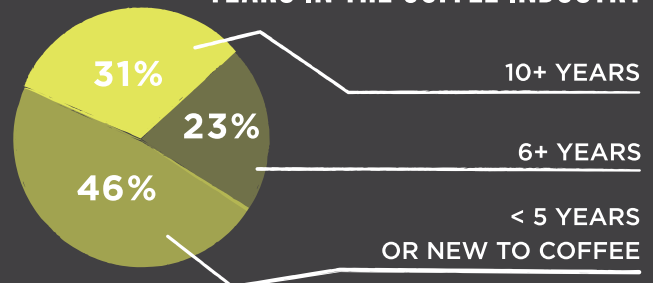


A NEW GENERATION OF DECISION MAKERS & INFLUENCERS

ATTENDEE AGE PROFILE



YEARS IN THE COFFEE INDUSTRY



* 77% OF ALL ATTENDEES EITHER AUTHORIZE OR RECOMMEND PURCHASING DECISIONS *



TO RESERVE ADVERTISING, CONTACT: SUSAN GATES | 206.818.2563 | SUSANG@SCA.COFFEE

SPECIALTY COFFEE ASSOCIATION | SCA.COFFEE

ADVERTISING RATES & SIZES

AD TYPE	SIZE (W x H)	1X	2X	3X	4X
Front Strip	8.5" x 11" (215.9mm x 279.4mm)	\$3,000	n/a	n/a	\$8,000
Front Page Photo	8.5" x 11" (215.9mm x 279.4mm)	\$5,000	n/a	n/a	n/a
Exhibitor of the Day	(Full page across from inside cover)	\$4,000	n/a	n/a	n/a
Outside Back Cover	8.5" x 11" (215.9mm x 279.4mm)	\$4,500	n/a	n/a	\$10,000
Full Page	8.5" x 11" (215.9mm x 279.4mm)	\$2,900	\$4,800	\$6,000	\$7,200
1/2 page (horizontal)	8.5" x 4.25" (215.9mm x 107.95 mm)	\$2,100	\$3,100	\$4,700	\$5,800
1/2 page (vertical)	3.75" x 9.875" (95.25mm x 250.825mm)	\$2,500	\$4,000	\$5,750	\$6,750
1/4 page (vertical)	3.75" x 4.833" (95.25mm x 122.76mm)	\$950	\$1,700	\$2,450	\$3,200

DIGITAL EDITION SPONSORSHIP (Banner ad on scaa.org/chronicle and logo in each digital edition article) **\$10,000**

DESIGN SPECIFICATIONS

SIZING AND AD CONTENT

Trim size is 8.5" x 11". All critical matter or illustrations should be kept at least 1/4" from all trim edges. SCA cannot edit or revise images or copy - all deliverables must be sent sized to specifications and will be returned to the advertiser to adjust should a file be sent that is incorrectly sized. Ad copy will not be reviewed or edited for misspellings, grammatical, errors, or punctuation. SCA retains the right to refuse ads that are deemed inappropriate or offensive.

PRINTING/PAPER STOCK

The **Daily Edition** will be printed on a 30% recycled, 80# bound, full color paper; total of 16 pages per issue in a magazine format.

MATERIALS ACCEPTED

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.



LILY KUBOTA,
Executive Editor



SUSAN GATES,
Advertising Sales

**DEADLINE FOR INSERTION ORDERS & MATERIALS:
MARCH 15, 2017**

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