



VA Growler

CRAFT BEER • WINE • SPIRITS

MEDIA KIT 2020



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ABOUT THIS ONLINE PUBLICATION:

VA Growler is dedicated to the coverage of craft beer, wine and spirits in Hampton Roads, Richmond and beyond. It features events, reviews, bar and brewery news, home brewing recipes, and stories on the people who make this community a success.

VA GROWLER ONLINE:

- Special Products will continue producing content that will live on VAGrowlerMag.com.
 - Share content via social media (Facebook and Instagram).
 - Share content via native advertising on pilotonline.com and dailypress.com.

ADVERTISING OPPORTUNITIES:

- Sponsored ad packages for social media
 - Native advertising sponsorships
- Target Beer Enthusiasts on our Virginia Media network



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Brewer's Sponsorship

| | |
|--|-----------------|
| Run of Network, Beer Enthusiasts | 50K impressions |
| Paid Post on VA Growler's Facebook Page Per Month | 2 |
| 1/4 Page Ad in Southside city tab, Daily Press (Mon – Sat) | 2 |
| Investment: | \$500 |

Premier Brewer's Sponsorship

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|--|--------------|
| Native Advertising (Sponsored Story) on PilotOnline.com and DailyPress.com | 1 |
| Native Advertising Impressions Promoting the Story | 34,000 |
| Paid Post on VA Growler's Facebook Page Per Month | 2 |
| 1/4 Page Ad in Southside city tab or Daily Press (Mon – Sat) | 2 |
| Investment: | \$999 |

Ultimate Brewer's Sponsorship

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|--|----------------|
| Native Advertising (Sponsored Story) on PilotOnline.com and DailyPress.com | 2 |
| Native Advertising Impressions Promoting the Story | 66,000 |
| Paid Post on VA Growler's Facebook Page Per Month | 2 |
| 1/2 Page Ad in The Virginian-Pilot or Daily Press (Mon – Sat) | 2 |
| Investment: | \$1,800 |