

# taps



## 2017 MEDIA KIT

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TAPS MAGAZINE | TAPS ONLINE | TAPS VIDEOS

# WWW.TAPSONLINE.CA

*The official website of TAPS, is a comprehensive and popular resource for craft beverage lovers. Check out the latest TAPS videos, browse through our beer-inspired food recipes, stay up to date on the latest news from the Canadian brewing and distilling industry.*

## SOCIAL MEDIA & ADDED VALUE



**TWITTER** @tapsonline\_ca

Up to the minute info on new beer releases, launch parties, events throughout the country, contests and much more for our 10,000+ following!



**FACEBOOK** /tapsonlineca

Industry news, article archives, recipes, videos, promotions, contests & advertisers' links and more to our growing audience.



**INSTAGRAM** @tapsonline\_ca Recipes, travel, videos, promotions, contests and more on our fastest growing social media account.



**YOUTUBE** /user/tapsmagazine

TAPS Media is dedicated to engaging craft beer, cider, and spirit lovers through social media. Find out how we can tailor a bespoke, value-added package that will cohesively create an integrated social media plan for your brand. We can help you create a memorable campaign resulting in increased sales and exposure to your market. Our marketing team takes a collaborative approach to achieving your advertising objectives by leveraging a broad array of targeted, communication touch points.

# DIGITAL AD SPECIFICATIONS

All ads must comply with IAB guidelines. For more information visit [www.iab.com](http://www.iab.com)

<b>AD UNITS</b>	<b>DIMENSIONS</b> (WxH IN PIXELS)	<b>LOCATION</b>	<b>MONTHLY FEE</b>
<b>BIG BOX/MEDIUM RECTANGLE</b>	300 x 250	RUN OF SITE	\$400
<b>RECTANGLE</b>	300 x 150	RUN OF SITE	\$400
<b>BANNER</b>	1200 x 300	HOME PAGE	\$400
<b>VIDEO AD (static)</b>	UP TO 30 SECONDS	HOME PAGE	\$600