SPONSORSHIP OPPORTUNITIES

2010

THE SPECIALTY COFFEE CHRONICLE

SPECIALTY COFFEE ASSOCIATION OF AMERICA
The Specialty Coffee Chronicle is published by the Specialty Coffee Association of America (SCAA) as a forum for discussion and information on industry-related topics and issues. This publication has been the source of important industry news to SCAA members for over 25 years. With over 2,000 member companies (and their employees), and over 400 Roasters Guild members, the SCAA readership represents more than 40 countries and every segment of the specialty coffee industry. From seed to cup, the SCAA follows specialty coffee wherever it goes. The introduction of subscription opportunities to non-members will increase the readership to extend to an even wider reach of the specialty coffee industry. By supporting The Specialty Coffee Chronicle, you will have an exclusive opportunity to become visible to this highly engaged, dedicated group of coffee professionals.

SCAA Membership

- ROASTER / ROASTER-RETAILER
- COFFEE RETAILER (Includes coffee carts / kiosks / drive-thrus)
- IMPORTER / EXPORTER / GROWER
- ALLIED PRODUCTS & SERVICES / DISTRIBUTOR
- OTHER (Includes restaurants, press, trade, and associations)

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## Back Cover*

$1,895
Half page ad in print version, with an upgrade to a full page ad in the digital version including a live link to your company’s website.

## Inside Front Cover**

$2,995
Full page ad with prime placement, first page inside front cover. Digital version will include a live link to your company’s website.

## Educational Insert***

$3,295
Full page ad in the center of the December issue. The redesigned Specialty Coffees of the World Map (one page version) will be on the opposing side of this useful tear-out, so your ad will get special attention as members utilize this resource.

### Submitting Ads

*Please provide two ads:

1) Half page horizontal, full color. Trim size: 8.5 x 5.5. Add 1/8 bleed to all sides except for top.
2) Full page vertical, full color. Trim size: 8.5 x 11. Add 1/8 bleed to all sides.

**Full page vertical, full color. Trim size: 8.5 x 11. Add 1/8 bleed to all sides.

***Full page vertical, full color. Trim size: 8.5 x 11. Add 1/8 bleed to all sides.

Send files as hi-res PDF, CMYK, all fonts embedded.

### Deadlines | 2010

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<th>ISSUE</th>
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<th>SUBMIT ARTWORK BY</th>
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To purchase ad space, contact Laura Lee at llee@scaa.org

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EMAIL electronic ad files under 10MB to: tiffany@tiffolio.com

FTP: Contact Tiffany Howard (see below) to upload larger ads to the ftp server. A login and password will be supplied to you.

MAIL hard copy proofs and/or PC-formatted CDs or DVDs to:

Tiffany Howard
6103 North Commercial Avenue,
Portland, OR 97217

CONTACT For technical assistance with ads, please feel free to contact Tiffany Howard at 503.866.8252 or tiffany@tiffolio.com.
# 2010 Editorial Calendar

## Issue No. 1  
**The Restaurant Issue**
- Presenting Specialty Coffee in Foodservice
- Menu Presentation / Pairings
- Advancements in Brewing
- Golden Cup Award Program
- Case Studies: Boyd & LaMill
- Member Testimonials

## Issue No. 2  
**The Coffee Market**
- Global Market Overview & Analyzing the Numbers for our Industry
- Building an Authentic Relationship with the Farmer / Traceability
- Portrait Country: Guatemala
- Building Consumption: The Case for Standards
- The Event Preview
- Coffee Lovers Guide to SoCal

## Issue No. 3  
**Connecting with Consumers**
- Data Review: NCA Drinking Trends and SCAA Taste & Preferences Study
- Education @ Retail
- Media Analysis: What do Consumers Know?
- How to Talk to your Customer: Training, Customer Service, POS

## Issue No. 4  
**The Education Issue**
- Business Rationale for Training
- Certification Primer
- Roaster Certification
- Roaster’s Guild Retreat
- BGA Certification
- Barista Camp Review
- Competition Season
- Q Graders

## Issue No. 5  
**Competitiveness**
- Indie vs. Chain
- Promoting to Consumers
- What Business are you in? (Coffee Focused vs. QSR Business Analysis)
- Success Stories
- Special Supplement: Everything you Need to Know to Start in the Coffee Business

## Issue No. 6  
**The Issues Issue**
- Year in Review
- What We’ll be Talking About Next Year
- Politics of coffee
- Climate Change
- Supply & Demand Outlook
- Symposium Preview
- Other Topics TBD

*Calendar subject to change*
SCAA MEMBERS

SCAA member companies automatically receive one (1) subscription (6 issues, 1 year) to The Chronicle and, for the first time, we will be offering the option for employees of the company to request additional subscriptions at a discounted price:

Individual (1 subscription)  $19.99 per year
Single Issue - Print Version  $3.99 per issue
Single Issue - Digital Version  FREE for SCAA members

NON-MEMBERS

Individual (1 subscription)  $39.99 per year
Single Issue - Print Version  $6.99 per issue
Single Issue - Digital Version  $2.99 per issue

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