



# NC Craft Brewers Guild Promotional Email Pricing Structure

## STANDARD

\$125

PER EMAIL

Send a promotional email to the Guild's email list, which includes all members and subscribers.

## PREMIUM

\$600

FOR FIVE (5) EMAILS

Send up to 5 promotional emails annually to the Guild's email list, which includes all members and subscribers.

## ELITE

\$1,150

FOR TWELVE (12) EMAILS

Send up to 12 promotional emails annually to the Guild's email list, which includes all members and subscribers.

## INSTRUCTIONS FOR SUBMITTING A PROMOTIONAL EMAIL

- 1. Format your email:** Members should format their email in the way they want it to look when it's sent – including any original images, text, and links you want to include in your email.
- 2. Email submission:** Email the promotional email as an attachment or embed it in the email to [shannon@ncbeer.org](mailto:shannon@ncbeer.org) with the subject line "Promotional Email Submission – [Your Co.'s Name]"
- 3. Wait for approval & feedback:** The Guild will review your email and provide feedback as needed. If the email meets the Guild's standards and guidelines, it will be scheduled for sending.
- 4. Review & approvals:** The Guild will draft the email and send it back to the member for review and approval before it's sent out to the full member list.
- 5. Sending the email:** Once the member approves the email, the Guild will send it out to the full member list on a mutually agreed-upon date. The email will be labeled as a "Partner Email" in the subject line and above the email header to indicate that it's a promotional email.

NOTE: All promotional emails will be subject to review and approval by the NCCBG to ensure they meet our guidelines and must be submitted at least one week in advance of the desired send date to allow for review and scheduling. Emails will be sent within a week of the request. All payments must be made in advance before the emails are sent. \*Platinum members receive two complimentary emails and Gold members receive one complimentary email per membership year.