

The new-look Drinks Guide website, featuring Australia's only comprehensive multi-category database containing more than 18,000 products, will relaunch mid-June.

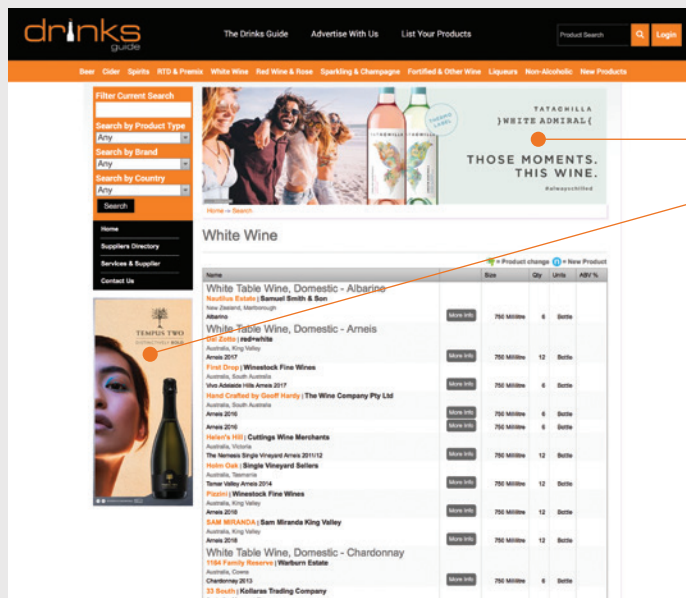
The relaunch will include a marketing campaign targeting key on and off premise trade customers cross the industry, along with links to the highly engaged Drinks Trade audience.

BE PART OF THIS EXCITING OPPORTUNITY BY ADVERTISING YOUR PRODUCTS BY CATEGORY

There are several great value advertising packages available on the new-look Drinks Guide website, with the opportunity for your brands to feature prominently on the homepage as well as in your chosen category in the database. We're offering discounts of up to 25% to purchase category advertising.

Launch your NPD to the trade by utilising our Drinks Trade website traffic with links through to Drinks Guide. Supporting this, an opportunity exists to also feature in category MREC and Tower advertising.

Users of Drinks Guide will no longer require a log in, with anyone searching for products being able to access the data.



CATEGORY MREC ADS AND TOWER ADS

MREC ADS:	770 X 224	\$500/MTH
TOWER ADS:	190 X 396	\$500/MTH

SUBSCRIPTION PACKAGES

OWN THE CATEGORY FOR 6 MONTHS	\$4,500
OWN THE CATEGORY FOR 12 MONTHS	\$6,000

CATEGORIES AVAILABLE:

- Beer
- Cider
- Spirits
- RTD & Pre-mix
- White Wine
- Red Wine & Rose
- Sparkling & Champagne
- Fortified & Other Wine
- Non-alcoholic

HOMEPAGE CAROUSEL

HOME PAGE CAROUSEL: 1920 X 558 \$750/MTH



TO TAKE ADVANTAGE OF THE SPECIAL INTRODUCTORY PACKAGES:

Contact Drinks Association Marketing Manager
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