



So, you want to join the
Craft Beer Co-Op?

Here are the Specs

What You Get

Brandfolder.com Media Kit

(\$600/year value)

CoverageBook.com account

for recording earned media

(\$1200/year value)

Edit & Posting up to 3 Press Releases /month

includes posting across RadCraft Channels

(\$9000 value)

Two Professional beer photoshoots /year

(\$500-\$1000 value)

Subscription to RadCraft's annual catalogue

includes Craft Vendor Directory & Craft Vendor Offerings, exclusive discounts, subscriptions, and services.

(\$10,000+ value)

Subscription to Craft Marketing newsletter

Bi-Monthly email newsletter from RadCraft

(\$150 value)

Free tickets and discount pricing

to all of RadCraft's educational offerings including registration to the Craft Social Media conference later in 2018 (price varies)

Inclusion in media pitching

(priceless)

Access to annual membership events, activities, and promotions

What You Give

Your time

We're looking for your feedback on our new platform that we'll explore through a variety of surveys, questionnaires, and interviews.

Some money

First year members participate for an annual fee of \$3000, due upon registration. Membership begins July 1, 2018 and runs through June 30, 2019.

A little bit of beer,

or whiskey, or maybe malt. Because members of the media really want to try it.

Why You Should Join

We are the craft beer communications co-op—joining our tribe means access to resources that craft companies can't always afford. We'll provide more than \$25,000 worth of resources and tools to craft, communicate, and differentiate your brand for a fraction of that price. As our network grows, so will our products and services. Join us now at the co-op's most affordable rate

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Visit radcraftbeer.com/jointhecoop for more details.