

# Audience Extension

Put your brand message in front of our Premium Coffee Fest audience, with targeted online ads.



# Audience Extension – How to expand your reach with our premium audience



Coffee Fest has captured 1000s of specialty coffee industry data



Get in front of your ideal target market by advertising your brand to this premium database



Generate impressions, clicks & leads from this audience



1000s of coffee professionals to drive creative ads to



1 week set up with full reporting and analysis of campaign



Additional banner & video creation service



# Why use Coffee Fest Targeted Advertising?

Coffee Fest has brought together the specialty coffee industry and built a large community through its events, digital platforms, and database of coffee professionals.

## TRUSTED BY THE INDUSTRY

- **Maximize impact:** run a targeted digital campaign to ensure you do not dilute your message
- **Spend wisely:** raise awareness to those that want to hear and increase your return on investment
- **Target your audience:** target the right audience with your specific message across their full digital journey

# 25,000+

Database of coffee professionals

# 100,000+

Social media followers

# 11,000+

Unique web visit per month on events' websites

# How does it work?

**We set up campaigns  
with your branding to  
target our VIP audience**



Coffee Fest 1<sup>st</sup> Party  
Audience Database



**We create compelling ads  
with your company's  
offering**



**We send high quality  
audience to your landing  
page**



**Target the right buyer,  
At the right time,  
With the right message**

# Audience Extension Package

## What's Included

**Maximize brand exposure to your highest value segments: targeting our 1st party registration data, deployed in GDPR compliant manner**

Drive traffic to your website

- Increase your online presence and be front-of-mind with your target audience
- Create a gradual build-up of targeted traffic to your website so that you can keep on top of RFIs

## **Targeted ads running to Clarion Coffee Fest database**

The option to advertise on one of the following channels:

- Google Display
- Programmatic
- Meta
- LinkedIn

## **What will be shown?**

Banners Ads (graphically designed images with image, logo and texts for website placements OR Still image ads that are accompanied by branded copy.

## Package Rates

Impressions	Exhibitor Pricing	Non-Exhibitor Pricing
100,000	\$4,000	\$6,000
250,000	\$6,000	\$8,000
500,000	\$10,000	\$12,000
1,000,000	\$20,000	\$22,000



# The Process – Brief | Approve | Deliver

## To Get Started

Select your package and chat with our team

## Start the 1 Week Build

Our digital team will start to build out the campaigns.

The team will need from you:

- Creative assets (still image or website banner designs)
- Social page access
- Landing page link

If you need support designing banners, we can help!

## Sign Off/Approve

If copy is required, our digital team will send over any previews for your approval.

## Delivery

Campaigns will be delivered to go live within 7 working days or on the selected date.

Campaigns will be run by our digital team to achieve target volume of impressions.

Live dashboard will be sent once the campaigns go live.

## End of Campaign

Target reach impression goal achieved.

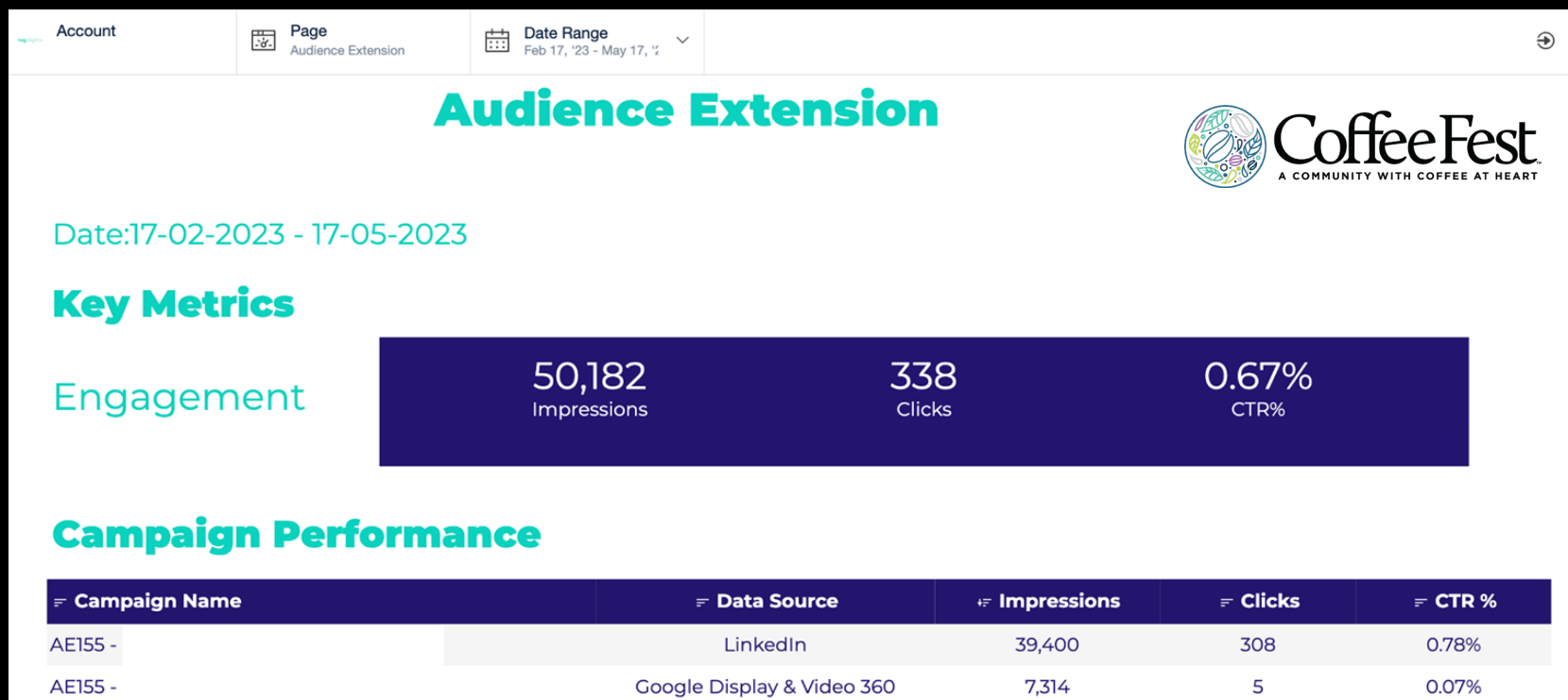
We provide a final version of the campaign report.



**CoffeeFest**  
A COMMUNITY WITH COFFEE AT HEART

# Live Dashboard Reporting

Once your campaigns are live you will be supplied with a live dashboard that allows you to see all the top stats of your campaign in-line with the impressions target.



# Contact Us



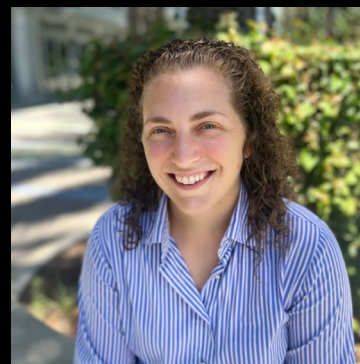
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