

INCREASE YOUR VISIBILITY

Specialty Coffee Expo Advertising Opportunities



Expo Website Ads

Homepage | 1,014,000 pageviews and 442,000 unique visitors*

- Place your ad on the homepage of coffeexpo.org, from now until end of show
- Ad specs: 600x314px PNG (preferred), GIF, or JPEG
- \$7,500

Subpage | 28,400-63,600 pageviews*

- Place your ad on a subpage of coffeexpo.org, from now until end of show
- Subpages:
 - Registration Information | 63,600 views*
 - Schedule of Events | 38,000 views*
 - Who's Exhibiting | 28,400 views*
- Ad specs: 600x314px PNG (preferred), GIF, or JPEG
- \$5,000

Expo Newsletter Ads

Expo Interest List Newsletter | 90,000+ recipients

- Place your ad in one of our newsletters in the lead up to the event, sent to those that have signed up for these communications
- Open rate: 30% average
- Ad specs: 600x80px PNG only
- \$4,000

Expo Registered Attendees Newsletter | 6,000-15,000 recipients

- Place your ad in one of our newsletters in the lead up to the event, sent to those that have registered for the show (quantity depends on registered attendees at given time)
- Open rate: 63% average
- Ad specs: 600x80px PNG only
- \$3,000

Expo App Ad

- Place your ad in the official event app, reaching thousands of attendees during the show
- Ad specs: 600x80px PNG only
- \$2,000

Reach out today to secure your spot. First come, first served.

Email us on: sponsorships@sca.coffee

**Expected total traffic March 1 – April 30, 2024, based on 2023 actuals and 2024 campaign growth.*