Advertisting Rates

NBBQA Media Kit

Hear it from our sponsors

GrillGrate has been a proud sponsor of NBBQA for the past several years. We’ve made lifelong friends and great business connections.

- Brad Barrett, CEO Grillgrate

We have developed some significant relationships with NBBQA members that will provide benefits for years. Our participation and presenting our brand to consumers in the most ideal way.

-Dan Martin, Vice President, Cheerwine Sales
The NBBQA QUE-CONNECTION

Each month, NBBQA’s QUE-CONNECTION, published in the National Barbecue News, reaches a highly motivated barbecue and grilling audience of 10,000. Take advantage of advertising with us and being featured amongst the Barbeque elite in the NBBQA’s Que-Connection.

(Note: These are standard NBN rates)
1/8 page ad (4.5"W X 3"H OR 2.5"W X 6"H): $450
1/4 page ad (4.5"W x 6"H OR 7"Wx 4"H): $650
1/2 page ad (9.25"Wx 6"H OR 7"Wx 8.25"H) : $850
Full-page ad (9.25"Wx12.25"H): $1,250

Pricing Per Issue: VARIES PER SIZE & FREQUENCY (see above)
Frequency per year: 12
Reach: 10,000
MEMBERSHIP SPECIAL INTEREST GROUP (SIG) ENEWSLETTERS

Membership SIG newsletters are distributed to active NBBQA SIG Members in the following areas: Restaurant & Catering, Product & Suppliers, Competitor & BBQ & Grilling Enthusiasts. As such, engagement percentages are very strong.

**Culinary**: 295 Members
- % Open Rate: (36.7 - 48%)
- Average Open Rate: 41.3%
- % Click Thru Rate (CTR): (1% - 6%)
- Average CTR: 3.4%

**Enthusiasts**: 284 Members
- % Open Rate: (40 – 44.4%)
- Average Open Rate: 42.85%
- % Click Thru Rate (CTR): (0% - 6.6%)
- Average CTR: 2.1%

**Competitor**: 307 Members
- % Open Rate: (39% - 45%)
- Average Open Rate: 42.5%
- % Click Thru Rate (CTR): (.8 - 2%)
- Average CTR: .675%

**Products**: 325 Members
- % Open Rate: (37- 44.2%)
- Average Open Rate: 39.7%
- % Click Thru Rate (CTR): (.8% - 1.6%)
- Average CTR: 1.23%

**Note**: * Are added as new membership categories and data is not compiled

**Business Sig**
**Marketing Sig**
**Events Sig**

SPONSORSHIP

**Pricing Per Issue**: $150.00
**Frequency per year**: Bi-Monthly
**SPECs AD SIZE**: 700 max width
Best in Barbecue ePublication (The "BiB")

The Best in Barbecue (BiB) ePublication delivers the latest barbecue and grilling industry news, sponsor spotlights and association news to a highly motivated barbecue and grilling audience of over 12,000 consisting of NBBQA full member/customer database..

Reach: 12,227  
Percentage Open Rate: 22.2 - 27.3%  
Average Open Rate: 25.17%  
CTR Range: 10.7 - 19.3%  
Average CTR: 14.88%

Sponsor Spotlight (per issue): $1,500  
Advertisement (per issue): $850.00  
Frequency per year: Bi-Weekly  
SPECS AD SIZE: 700 max Width