



BUYING GUIDELINES FOR THE IMPLEMENTATION OF SECTION 3(C) OF THE BEER INSTITUTE ADVERTISING AND MARKETING CODE

Brewers shall use the following guidelines when purchasing or placing advertising in magazines, television, radio, newspapers or digital media.

Magazine Guidelines

- A. For the purchase of print advertisements in magazines, Brewers will use a nationally recognized measurement service providing age 12-plus audience composition data to the extent available, or if not available, age 18-plus audience compositional data, or, if unmeasured, subscription data and/or other data from comparable publications;
- B. For the purchase of print advertisements in new magazines, Brewers will use the subscription data and/or other data from comparable publications;
- C. A placement will be considered appropriate when data supplied by the sources referenced in (A) and (B) above shows that the publication is in compliance with the Code;
- D. Placement of print advertisements in editions of magazines that are published for subscribers 21 years of age or older will be deemed compliant with the Code.

Television Guidelines

- A. For advertising buys on national network programs, Brewers will use national audience composition data for the program;
 - For new national network programs, Brewers will use national audience composition data for comparable programs.
- B. For advertising buys on national syndicated or national cable programs, Brewers will use national audience composition data for the program or daypart being bought;
 - For new national syndicated or new national cable programs, Brewers will use national audience composition data for comparable programs or daypart being bought.
- C. For advertising buys not included in "A" or "B", Brewers will use applicable national audience composition data for the program or daypart being bought. Where there is no applicable national audience composition data, Brewers will use applicable local or regional audience composition data for the program or daypart being bought;
 - For new programs not included in "A" or "B" of these Television Guidelines, Brewers will use applicable national audience composition data for the program or daypart being bought. Where there is no applicable national audience composition data, Brewers will use applicable local or regional audience composition data for the program or daypart being bought.



- D. A placement will be considered appropriate when data for two consecutive rating periods show that the program or daypart being bought is in compliance with the Code;
- E. Advertising audience composition audits for compliance with age demographic standards in the Beer Institute Code should use the same data source that was used to place the ad.

Radio Guidelines

- A. Audience composition restrictions apply to all paid and bonus spots including rotators, negotiated and agreed upon mentions, liners, tags, billboards, and any other type of announcement;
- B. For diary and PPM audited radio stations, Brewers will use the Average Quarter Hour (AQH) Persons measurement in Arbitron reports by using Arbitron's 21+ Composition Report;
- C. Time periods in which radio spots may be placed shall be in the following Arbitron standard dayparts or other time periods as specified below that satisfy the code provision that 71.6% of the audience composition is 21 years of age or older, based on Arbitron's 21+ Composition Report:
 - 1. Arbitron standard dayparts:

i.	AM Drive – Monday thru Friday	6:00 a.m. – 10:00 a.m.
ii.	Midday – Monday thru Friday	10:00 a.m. – 3:00 p.m.
iii.	PM Drive – Monday thru Friday	3:00 p.m. – 7:00 p.m.
iv.	Evening – Monday thru Friday	7:00 p.m.- 12:00 midnight
v.	Monday through Friday	12:00 midnight – 6:00 a.m.
vi.	Sat. & Sun.	6:00 a.m. – 10:00 a.m.
vii.	Sat. & Sun.	10:00 a.m. – 3:00 p.m.
viii.	Sat. & Sun.	3:00 p.m. – 7:00 p.m.
ix.	Sat. & Sun.	7:00 p.m. – 12:00 midnight
x.	Sat. & Sun.	12:00 midnight – 6:00 a.m.
 - 2. Any period of time adjacent to an Arbitron standard daypart that is also purchased, provided that each additional hour independently satisfies the Code provision that 71.6% of the audience composition is 21 years of age or older;
 - 3. Any period of two or more consecutive hours, provided that each hour independently satisfies the Code provision that 71.6% of the audience composition is 21 years of age or older;
 - 4. Only one form of audience measurement may be used in the evaluation of a station. If both PPM and diary methods are available for auditing, PPM data should be used.
- D. A placement will be considered appropriate in a diary measured market when data for each rating period covering the previous six months from the day the ad placement is made shows that the time period purchased satisfies the Code provision that 71.6% of the audience composition is 21 years of age or older;



- E. A placement will be considered appropriate in a PPM measured market when data for each rating period covering the previous two months from the day the ad placement is made shows that the time period purchased satisfies the Code provision that 71.6% of the audience composition is 21 years of age or older.
- F. As new Arbitron reports become available during the term of an agreement to purchase future radio spots, Brewers will review the new data to determine whether spots purchased under the agreement continue to satisfy the Code provision that 71.6% of the audience composition is 21 years of age or older by using Arbitron's 21+ Composition Report. If not, Brewers will, as soon as practicable, make schedule adjustments, cancellations, or other appropriate changes to comply with the "71.6% standard" for the duration of the agreement;
- G. For unaudited radio stations, radio spots placed will be considered appropriate if they meet these guidelines through use of audience compositional data from time periods for comparable stations in comparable markets.

Newspaper Guidelines

- A. The demographic standard found in Guideline 3(c) of the Code applies to all paid and bonus placements in the print editions of daily, Sunday, and weekly newspapers including advertising supplements, magazine sections, and other forms of advertising added to or delivered with newspapers.
- B. Prior to the purchase of print advertisements in newspapers distributed nationally, regionally, or locally, Brewers will use audience composition data from an audience measurement source recognized by the advertising industry (such as, but not limited to Scarborough Research and Mediamark Research, Inc.). Data for the most recent rating period available will be used to determine that placements are reasonably expected to meet the demographic standard.
- C. For advertising placements in unmeasured newspapers, Brewers will use subscription data and/or other data from comparable newspapers.
- D. For advertising placements in new newspapers, Brewers will use subscription data and/or other data from comparable publications.
- E. A placement will be considered appropriate when data supplied by the sources referenced in (B), (C), or (D) above shows that the readership or subscriber base of the newspaper is reasonably expected to meet the demographic standard.
- F. Brewers will conduct post-audits of a representative sample of actual placements in measured newspapers at least annually to determine whether they met the demographic standard in Guideline 3(c) of the Code. For newspapers that are not measured on a regular basis, Brewers should make reasonable efforts to obtain survey or other information that is available.



Digital Media Guidelines

- A. These Buying Guidelines adopt the criteria set forth in section 3(c) of the Code. The Guidelines apply to all beer-branded digital advertising and marketing placements made by or under the control of the Brewer in all forms of digital media, which include but are not limited to third-party Internet and/or mobile sites, commercial marketing e-mails, downloadable content (including downloadable desktop features), SMS and MMS messaging, and social media sites.
- B. Where a single purchase is made for placements in multiple third-party digital media, the criteria set forth in section 3(c) of the Code and these Guidelines apply to each medium or site independently.
- C. For measured digital media, a placement will be considered appropriate if the audience of monthly unique visitors meets or exceeds the criteria set forth in section 3(c) of the Code in each of the two most recent, consecutive monthly reports available at the time the placement is purchased.
- D. It is recognized that methodologies for rating digital media, and specific measurement tools for advertising in various forms of that media are still evolving. Brewers will use a consistent audience measurement source recognized by the advertising industry (such as, but not limited to, ComScore and Nielsen NetRatings) to determine whether digital media placements are reasonably expected to satisfy the Beer Institute Advertising and Marketing Code and these Buying Guidelines. When the audience measurement source regularly used by the Brewer does not measure a particular medium or site, other sources recognized by the advertising industry may be relied upon.
- E. If a placement is made on a Web site where the dissemination of such placement is restricted only to registered users of that site age 21 or over, such placements will be deemed compliant with the demographic standard, even if the overall audience for the unrestricted content on the Web site does not meet the standard.
- F. For new or unmeasured digital media, placements may be made using audience composition data for measured digital media in the same category and with similar content and/or by taking other reasonable measures to predict audience composition. Such steps include, for example, reviewing media content and information on the purpose and target audience of the specific medium or site prior to purchase of advertising and obtaining confirmation from the operator of the digital media that its internal data indicates that the medium or site meets the demographic standard.
- G. Brewers will conduct post-audits of actual placements in measured digital media at least twice a year to determine whether they met the demographic standard found in paragraph 3(c) of the Code.