

BREAKING BREWS

Marketing & Media

About Breaking Brews

Breaking Brews started as a craft beer blog in February 2014 and has grown into a full-service media organization specializing in marketing, advertising, content creation, social media management, sales, consulting, branding, and enhancing customer experiences. With BreakingBrews.com serving as the hub, my mission is to push libations and service culture forward by connecting enthusiasts to destinations and information through education, conversation, commentary, and entertainment.

I am committed to driving brands forward by any means necessary. I offer an array of initiatives designed to boost your presence and enhance your visibility, allowing your business to flourish through consistent effort and constant adaptation to market demands.

Connect with Jason

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- jason@breakingbrews.com
- facebook.com/breakingbrews
- Twitter: [@breakingbrewsco](https://twitter.com/breakingbrewsco)
- Instagram: [@jasoncercone](https://www.instagram.com/jasoncercone)
- YouTube: bit.ly/breakingbrewstube



Jason Cercone

I have been an avid supporter of the craft libations movement for over 10 years and have combined my passion for this diverse industry, writing, and creative marketing into my life's work. I love all adult beverages...but I love the moments and experiences they generate more. I have over 20 years of experience in customer service, sales, marketing, content creation, and business management.

Social Influence



3,213

Page Likes



2,642

Followers



1,067

Followers



3,500+

Monthly Hits

Discover More

Learn about my professional background, peruse my writing portfolio, and stay up-to-date on current projects at www.jasoncercone.com.



Client Feedback

“Jason is one of the most dedicated individuals in the beer business in Pittsburgh. He’s done great things promoting Caliente and I really enjoy working with him. What he does with the industry goes hand-in-hand with bars, beer distributors, wholesalers, and local breweries. His app is transforming the way Pittsburgh learns about beer events. I highly recommend working with Jason and the Breaking Brews brand.” — **Nick Bogacz | Owner – Caliente Pizza and Draft House**

“Jason is a craft beer fan first and it’s reflected in the way he treats his clients and their products. Breaking Brews is all about spreading the news that the Pittsburgh local beer scene has arrived.” — **Steve Ilnicki | Head Brewer and Co-Owner - Spoonwood Brewing Company**

“Partnering with Jason and Breaking Brews has helped us maximize our social media exposure and has also helped reach out to a wider range of craft beer enthusiasts. The craft beer community in Pittsburgh is growing more and more every day and Jason is providing an avenue for collective conversation on that growth and all the major happenings in the community as well. This is definitely something we want to continue to be part of.” — **Stephanie Dickson | Bar Manager - Blue Dust**

“Breaking Brews is the next step in Pittsburgh’s craft beer Renaissance: a common watering hole for customers, brewers, and retailers to interact and share information. For Pittsburgh’s craft beer market to continue to grow and mature, it will require more interaction and communal goals. Jason has positioned himself as the hub for craft beer communication in Western Pennsylvania through his tireless efforts to pound the pavement and form relationships within the industry.” — **Pete Kurzweg | Owner - The Independent Brewing Company**

Services & Initiatives

Innovative Content Creation - blogs, press releases, special features, website and social media content, event promotion

Comprehensive Social Media Management

Brand/Event Marketing, Advertising, and Promotion

Local Craft Beer Sales & Brand Management

Podcast and Video Production

Promotional Graphics and Image Creation

Logo/Branding Creation

Consulting - Marketing, business concepts, beer tap management, customer experience enhancement, and more

The Breaking Brews Experience

Our partnership creates an effective double-edge sword for you and your initiatives. In addition to professional, fully-managed content, marketing, and social campaigns on your existing networks, all efforts to promote your business and events will be amplified through Breaking Brews. Our established and growing presence on Facebook, Twitter, Instagram, and other social media platforms will be utilized to present focused content to a thirsty fan base looking for the best destinations, beverages, foods, and experiences around!

Experience Breaking Brews for yourself:

www.breakingbrews.com





Promotion & Advertising

Flexible, Affordable Ad Campaigns on Breaking
Brews.com & Social Networks

Breaking Brews reaches thousands of libations enthusiasts each month through event promotions, business profiles, product knowledge, libations education, digital media, and commentaries through our established adult beverage blog. This platform provides an opportunity to showcase your business and promote your events next to content that thirsty enthusiasts are looking for every day.

Your ads will be designed in-house and featured in publications from Breaking Brews, as well as Breaking Brews social media platforms, throughout each month at an affordable rate. Ad spots will be placed in one of three places throughout each feature: right-hand image on side of feature, middle-of-feature banner, or bottom-of-feature banner.

Your advertisements and promotions will run throughout the course of each month, appearing at a minimum of once a week in published releases on Breaking Brews and Breaking Brews social media networks.

In addition, promotional opportunities are available on the Breaking Brews Home Page Marquee. These static promotions are available to run for one week, two weeks, or one month in addition to in-feature ad placement.

Purchasing an ad on Breaking Brews also means you receive a discount on content creation if you wish to have the spotlight shined on your event and/or business in even more vivid detail.

Advertising & Promotion Rates

In-Feature Ad Placement Rates

Once a Week Placement - \$99/month

Twice a Week Placement - \$149/month

Twice a Week Placement + Social Media Placement - \$199/month

Home Page Marquee Placement Rates

One-Week Placement - \$99

Two-Week Placement - \$149

One-Month Placement - \$199



3,213 Page Likes



2,462 Followers



1,067 Followers



3,500+ Monthly Visits





In-Feature Ad Placement Positioning

CONTENT CONTENT CONTENT CONTENT
CONTENT CONTENT CONTENT CONTENT

Placement #1 - Left or
Right Page Image
Appears before
midpoint of feature

Placement #2 - Mid Page Banner
Appears in the middle of feature posts 500 words or more

CONTENT CONTENT CONTENT CONTENT
CONTENT CONTENT CONTENT CONTENT

Placement #3 - Bottom Page Banner
Appears at bottom of feature after all content is complete