

2011 Advertising Rates & Specifications

B/W PRINT RATES	1x	3x	6x	12x	18x
1 page	\$4,330	\$4,190	\$3,970	\$3,540	\$3380
2/3 page	\$4,000	\$3,820	\$3,640	\$3,190	\$2900
1/2 pg.(island)	\$3,100	\$2,980	\$2,830	\$2,520	\$2230
1/2 page	\$2,590	\$2,550	\$2,450	\$2,250	\$2060
1/3 page	\$1,890	\$1,830	\$1,750	\$1,520	\$1360
1/4 page	\$1,550	\$1,490	\$1,410	\$1,270	\$1130
Cover 2*	\$6,010	\$5,930	\$5,460	\$4,990	
Cover 3*	\$5,900	\$5,730	\$5,410	\$4,900	
Cover 4*	\$6,100	\$5,930	\$5,620	\$5,310	

*Includes Bleed and Color

Color Rates

4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page	\$ 2170
Per Spread	\$ 3640
Per 1/2 page	\$ 1400

Special Color

Additional charge for any special color and black.

Per Page	\$ 1600
Per Spread	\$ 2860
Per 1/2 page	\$ 1200

Insert Rates

Contact Publisher for more Information.

Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$170	\$145	\$135	\$125

Mechanical Information

Trim Size	8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
	Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	MILLIMETERS (width x depth)
Full Page	7" x 10"	178 mm x 254 mm
2/3 Page	4-1/2" x 10"	114 mm x 254 mm
1/2 Page (vert.)	3-3/8" x 10"	86 mm x 254 mm
1/2 Page (horiz.)	7" x 4-7/8"	178 mm x 125 mm
1/2 Page (island)	4-1/2" x 7-1/2"	114 mm x 190 mm
1/3 Page (vert.)	2-1/4" x 10"	58 mm x 254 mm
1/3 Page (square)	4-1/2" x 4-7/8"	114 mm x 125 mm
1/3 Page (horiz.)	7" x 3-3/8"	178 mm x 86 mm
1/4 Page (square)	3-3/8" x 4-7/8"	86 mm x 125 mm
1/4 Page (horiz.)	7" x 2-3/8"	178 mm x 62 mm

BLEED	INCHES (width x depth)	MILLIMETERS (width x depth)
Full Page	8-1/4" x 11"	210 mm x 280 mm
2/3 Page	5-3/16" x 11"	132 mm x 280 mm
1/2 Page (vert.)	4" x 11"	102 mm x 280 mm
1/2 Page (horiz.)	8-1/4" x 5-3/8"	210 mm x 137 mm
Spread Bleed	16-1/4" x 11"	410 mm x 280 mm

Above sizes allow for 1/8" bleed on all sides.

Add a Mobile Tag to Your Ad

Make your print ad interactive! How? We can add a mobile tag to your print ad. Subscribers will get instant access to your website on their smart phone by taking a snap shot of the mobile tag. Ask your sales rep for details and rates.



Get the free mobile app at <http://gettag.mobi>

List Rental

BNP Media's postal, telemarketing, and email mailing lists offer quality data. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers connected to your industry.

Postal Inquires - Robert Liska: Robert.Liska@eraepd.com

Email inquiries - Shawn Kingston: Shawn.Kingston@eraepd.com

To view datacards for all lists or for more information visit <http://bnp.edithroman.com>

Advertising Contacts

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Suzanne Sarkesian

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Fax: 248-283-6596

Ship Materials, Insert Samples, Insertion Orders, etc. to:
BNP Media, 155 N Pflugsten Road, Suite 205,
Deerfield, IL 60015 • Attn: Roz Gilman,
E: gilmanr@bnpmedia.com, P: 847-405-4039
<http://dfupload.bnpmedia.com>
High resolution PDF-1xa files with fonts and images embedded.

BNP Media Food Group Magazines

Beverage Industry • Food Engineering • Candy Industry • Dairy Foods • Prepared Foods
Refrigerated & Frozen Foods • Snack Food & Wholesale Bakery • The National Provisioner

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.