

## 2012 Advertising Rates & Specifications

B/W PRINT RATES	1x	3x	6x	12x	18x
1 page	\$4460	\$4315	\$4090	\$3645	\$3480
2/3 page	\$4120	\$3935	\$3750	\$3285	\$2985
1/2 page (island)	\$3195	\$3070	\$2915	\$2595	\$2295
1/2 page	\$2670	\$2625	\$2525	\$2320	\$2120
1/3 page	\$1945	\$1885	\$1805	\$1565	\$1400
1/4 page	\$1595	\$1535	\$1450	\$1310	\$1165
Cover 2*	\$6190	\$6110	\$5624	\$5140	
Cover 3*	\$6075	\$5900	\$5570	\$5050	
Cover 4*	\$6285	\$6110	\$5790	\$5470	

\*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	\$2235
Per Spread	\$3750
Per 1/2 page	\$1445

**Special Color**  
Additional charge for any special color and black.

Per Page	\$1650
Per Spread	\$2945
Per 1/2 page	\$1235

### 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	\$175	\$150	\$140	\$130

### Mechanical Information

Trim Size	8" X 10-3/4"
	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.
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.

### 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.

## Advertising Contacts

**Pamela Mazurk**  
Publisher  
U.S. and European Sales  
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Tel: 847-247-0018  
Fax: 847-247-0019

**Mario Trias**  
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**Diana Rotman**  
Classified Sales Manager  
rotmand@bnpmedia.com  
Tel: 847-405-4116  
Fax: 248-502-9083

**Carolyn Dress**  
Sales Representative  
Targeted U.S. Territory  
dressc@bnpmedia.com  
Tel: 847-405-4046  
Fax: 248-502-9104

Ship Materials, Insert Samples,  
Insertion Orders, etc. to:

BNP Media, 155 N Pflingsten Road, Suite 205, Deerfield, IL 60015 • Attn: Courtney Warnimont,  
E: warnimont@bnpmedia.com, P: 847-405-4032 <http://dfupload.bnpmedia.com>  
High resolution PDF-X1A 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

## 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.

## 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 and Email Inquiries

Kevin Collopy, Ph: 800-223-2194, ext.684, [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com)  
Michael Costantino, Ph: 800-223-2194, ext.748, [michael.costantino@infogroup.com](mailto:michael.costantino@infogroup.com)  
To view datacards for all lists or for more information visit <http://bnp.edithroman.com>

## 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.

**Clear Seas Research** will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).