

PREPARED FOODS

Food Master



PRINT



ONLINE



2010 Multi-Media Planner

www.FoodMaster.com

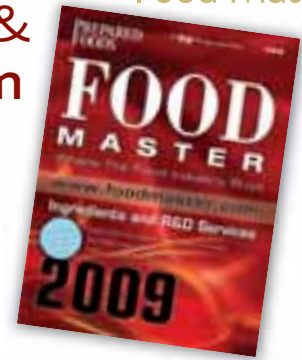
DIGITAL



Your Integrated Marketing Partner to Influence the Product Development Team

Food Master, Food Master Digital & Foodmaster.com

PREPARED FOODS
Food Master



For over 25 years, your customers have been referencing products and suppliers in the **Food Master**.

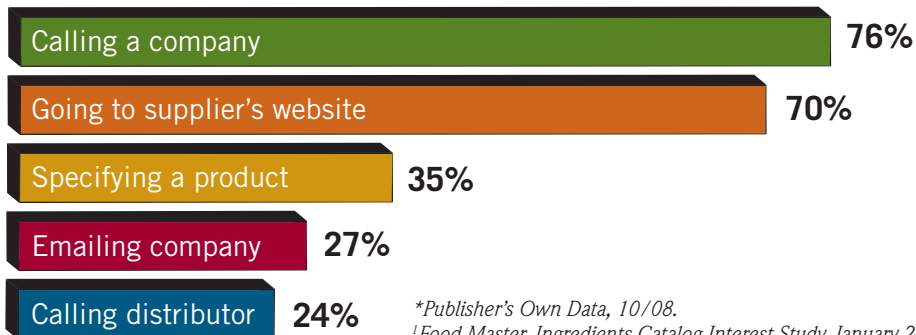
The **Food Master** series of products is the most comprehensive food ingredients reference source available providing product developers an unsurpassed ingredient database, technical specifications and application data. The **Food Master** series of products is an ideal opportunity for suppliers to leverage their marketing message and product offerings to product developers as they move through the *Building the Ingredient Matrix*, *Supplier Search* and *Supplier Selection* phases of the PDP.

Now there are three ways to access the food and beverage industry's most extensive ingredients supplier source. **Food Master** in print, **FoodMaster.com**, and our NEW **Food Master** digital version. With the addition of the digital **Food Master**, catalogers now reach over 43,000* buyers as well as leverage top drawer search technology. Catalogers promoting applications and functionality will now rise to the top of the digital search results.

- **Now reach 50% more key customers and prospects** with our increased distribution of over 43,000*
- **The most comprehensive supplier & product listings*** guaranteeing that product developers can reference all the ingredients you sell
- **The only hardbound directory**, divided into two sections: equipment and ingredients, ensuring your product catalog data is kept and easily retrieved when the buying process begins
- The ONLY supplier database that can be **sourced three ways...**in print, digital search or online at **FoodMaster.com**
- Providing product developers **hundreds of technical ingredient catalog pages to reference**
- **Year-long shelf life** providing R&D easy access to your information for an entire year

The supplier database buyers use!

Almost 80% of buyers use the **Food Master** 1-6 times per month as a resource for ingredient supplies.¹ Then they take ACTION by:²



*Publisher's Own Data, 10/08.

¹Food Master, *Ingredients Catalog Interest Study*, January 2007.

²Food Master, *Catalog Usage Study*, January 2007.

Be fully represented, in print, digital and online, when your customers start the buying process with **Food Master** Bonus Programs:

- 10% **Early Bird Discount** on all **Food Master** pages reserved prior to February 15, 2009
- FREE page when you buy one additional catalog page
- FREE 3rd page with two paid pages
- FREE product listings
- FREE catalog page design services
- FREE boldface for all your ingredient listings

Plus, additional benefits on **FoodMaster.com**

- FREE online catalog page for single-page catalogers
- FREE sales brochure online for multi-page catalogers
- FREE email & website links
- FREE online videos*
- FREE banner with purchase of foot stopper
- FREE Company Profile page
- FREE company priority listings

* To participate, suppliers must present at *Prepared Foods'* 2009 R&D Seminar.

Rates and Specifications

2010



# of catalog pages in Food Master	PREPARED FOODS/FOOD MASTER COMBINED FREQUENCY							
	Open	4x	6x	12x	18x	24x	36x	48x
1 Page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$3,785
2-3 Pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
4-7 Pages		\$4,775	\$4,550	\$4,420	\$3,845	\$3,675	\$3,575	\$3,230
8+ Pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

Pre-printed inserts, spine positions and bookmarks: Please consult publisher.

Strengthen Your Catalog Message in Food Master & Food Master Digital

FoodMaster.com Rates & Specifications



Product Index "Foot Stoppers"

Draw attention to your product listing in the green product index pages of **Food Master** with a Foot Stopper. Foot Stoppers are positioned at the bottom of the page where your product listing appears.

Print Mechanical Requirements:
Width 7 3/16", depth 1/2".
Supply all material as a digital file.
Rate: \$490 (Gross)



Manufacturing and Sales Office Index "Traffic Stoppers"

Call attention to your listing in the yellow company index pages of **Food Master** with a Traffic Stopper. Your company logo will appear directly above your address and phone number.

Mechanical Requirements:
Width 2 1/8", depth 1". Supply all material as a digital file.
Rate: \$490 (Gross)



Product Line Listings

Listing your complete product line in the company index pages is the best way to show **Food Master** users all the products you supply. This list appears under your company name, address and phone number.

Rate: \$260/column inch. (Gross)



Spine

Maximize your exposure by reserving a premium position on the spine of the **Food Master**. Your logo will be seen every time your customers reach for their **Food Master**. Limited to 3 companies, first-come-first-served basis.



Rate: \$10,200 (Gross)

Front Cover Tile

Maximize your exposure by reserving a premium position on the front cover of the **Food Master**. Your logo will be seen every time your customers reference their **Food Master**. Limited to 6 companies on each side, first-come-first-served basis.

Rate: \$8,200 (Gross)

Standard banner ad (horizontal header/footer)

For additional information on **FoodMaster.com** banner positioning, availability and pricing, please contact your *Prepared Foods* salesperson.

Banner Ad Sizes:..... 468 x 60 pixels
 Tile:..... 125 x 125 pixels
 File Size:20k (20,000 bytes) or less
 Colors:256 colors or less
 Resolution:72 dpi

File Formats:
 JPG, GIF (static or animated) and SWF*(Macromedia Flash)

2010 Banner & Tile Rates [gross]

Home Page Banner (rotating)\$6,000
 Home Page Tile (static)\$7,500
 Home Page Skyscraper (static).....\$8,500

Foodmaster.com Product Search Results Banners



Own your product category by placing your banner on a specific product search results page. Qualify for a FREE banner, or purchase separately.
Rate: \$490 (Gross)



Specifications and Sales Contacts

How to Calculate Your Food Master Rates:

In the chart above, find the total frequency across the top by adding the number of your insertions in *Prepared Foods* including **Food Master**. Down the left column, find the number of pages you are running in **Food Master**. Locate the place on the chart where these two columns intersect. Example, if your frequency in *Prepared Foods* is 6 and four of those pages are in **Food Master**, your rate per page in **Food Master** is \$4,550.

Agency Commission: 15%, 30 days net.

Special Positions: \$300 premium for specified spread, right-or left-hand page starts.

10% Early Bird Discount:

Reserve catalog pages in the 2010 **Food Master** before January 30, 2009, and get a 10% discount.

Multiple Page Bonus Program:

For new catalogers, buy two pages in the **Food Master** and get a third page FREE. For current catalogers, buy one or more pages than last year and get another FREE. Call your **Food Master** representative for details.

Free Catalog Page Design Service:

You decide what products will appear on your pages and Food Master will create useful, effective catalog pages for you — FREE of charge. Layouts converted to digital files are billed at **Food Master's** cost.

Published annually in October 2009. Shipping Instructions

Send all orders and advertising materials to:

BNP Media/**Food Master**

Suzanne Fairman, Production Manager

24817 43rd Ave So, Kent, WA 98032

253-946-6854 | fax 248-244-2080

e-mail: fairmans@bnpmedia.com

NEW Digital File Specifications:

All **Food Master** catalog pages will be included on **FoodMaster.com**, therefore we have migrated all catalog pages to a searchable pdf format. In order for catalog pages to be searchable on **foodmaster.com** these specs should be followed:

Important: Do not outline fonts or rasterize type. If you do your catalog page will not be searchable on **FoodMaster.com**.

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions).

Preferred File Formats: InDesign, Quark Xpress, Illustrator (do not outline text, please include fonts). PDF's are accepted, please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: Files should be grayscale for catalog pages and CMYK for Inside Front Covers.

Fonts: Include fonts on disk; both printer and screen fonts. Please use Type 1 fonts.

Electronic Submission: CD or DVD discs accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred.

Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for page should be at trim size. No bleed for catalog pages. Inside Front Cover bleed ads extend beyond trim by 1/8 inch.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return a disk.

Charges will apply for changes we make to your files due to errors in ad size, type, color space, or file format. Charges are subject to the hourly rate with a 1/2 - hour minimum.

AD SPACE UNIT	WIDTH (IN.)	DEPTH (IN.)
1 page – B&W	7"	9-7/8" Trim: 8" x 10 3/4"
Inside Front Cover	8 1/4"	11" Bleed; Trim: 8" x 10 3/4"
Foot Stopper	7 3/16"	1/2" Images must be black
Traffic Stopper	2 1/8"	5/8" Images must be black
Spine 4 Color customized	varies	2"
Front Cover Tiles	1"	2"

Food Master accepts only full-page black & white pages.

Bleeds: Not accepted on black & white pages.

Colors: Inside front covers & inserts – color accepted.

* A proof MUST accompany all material. DO NOT enlarge any image more than 115% in Quark. We cannot claim responsibility if digital specs are not followed with submitted materials and we have to make substitutions in order to successfully run the catalog pages through our process.

All catalog pages must be supplied as digital files.

Film will no longer be accepted.

Food Master orders can not be cancelled after April 17, 2009.

Closing date for space reservations: April 17, 2009

Material due date: May 8, 2009

*SWF-FLASH ANIMATION AD NOTES:

It is best to supply us the source ".fla" file (this would include any fonts - PC only used in the design).

If received, we can add the following "clickTAG".

IF SOURCE ".fla" FILE IS NOT SENT TO US...

The following steps must be taken while building the ad (before the Flash ".swf" file is sent to us) for it to be properly tracked in the Ad Juggler system: Flash banners contain a parameter called a "clickTAG". The Flash banner needs to have a specific click action assigned in order for AdJuggler to pass the URL entered when the banner was defined in AdJuggler. This is something that is done before the Flash banner is compiled from a .fla into an .swf file. If the click information is hard coded into the ad, then AdJuggler cannot properly track and process user clicks.

Go to <http://www.macromedia.com/resources/richmedia/tracking/> for more information. This site contains examples of how an ad should be coded in order to work with AdJuggler. Briefly, the banner should contain ActionScript code similar to the following: on (release)getURL(clickTAG,"_blank");

Please note that this is specific to the flash ad itself, this is not code added to AdJuggler. The named Macromedia site above goes into more detail.

Corporate Office



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Troy, Michigan 48084

www.bnpmedia.com



OFFICE OF THE CEO

HARPER | MITCHELL | TAGGART
HENDERSON

**BNP Media Helps People
Succeed in Business
with Superior Information.**

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