

RENEW YOUR 2016 Catalog Page Program

FOOD MASTER

Food Master is the industry's only point of purchase source listing equipment and ingredient suppliers to the food and beverage industry. Research & Development, Production, Operations, Engineering and Purchasing professionals use the *Food Master* when looking for potential suppliers.

**Multi-media
distribution to
79,326 subscribers***

PRINT



- A trusted resource for the food and beverage industry for over 30 years!
- Year-round exposure to 26,000 subscribers.*

ONLINE



**NEW &
IMPROVED!**

- The new FoodMaster.com debuted with **MORE THAN DOUBLE** the amount of viewers when compared to last year.**
- January-February 2015 Metrics**
 - Unique Visitors: 10,941
 - Visits: 13,554
 - Pageviews: 54,393
- Viewers recognize FoodMaster.com as a business-to-business site, which eliminates unwanted, time-consuming, consumer search results.



DIGITAL EDITION

- Greater exposure – distributed electronically to 53,326**
- Simple search capabilities so customers can find you faster!

*December 2014 BPA Brand Report.

**Google Analytics, January-February 2015.

www.FoodMaster.com

NEW FEATURES FOR 2016 CATALOGERS

CATALOGER BASIC PACKAGE

- 1 full-page, black & white catalog page in print, digital and online
- Boldface listing with logo in the Company Index, Product Listings and Brand Name sections in print & digital edition
- Logo on Company Profile online
- Live email, website and links in digital edition and online
- 50 sales offices listings in print, digital and online
- Unlimited Product Categories Listing in print, digital and online
- Catalog page in online Catalog Index
- Premium online ranking, appear at the top of Product Pages (in alpha order)
- 30-word About Us description in Company Profile online
- Included in the Request for Information program online
- Social media links in Company Profile online
- Lightbox on Product Category Pages online includes:
 - Company contact info
 - Company description
 - Link to profile page
 - Live email link
 - Company logo
- Unlimited Trademark and Brand Names on Company Profile online
- 1 product specific Leaderboard Ad*

CATALOGER PREMIUM PACKAGE

Includes Cataloger Basic Package, plus these additional benefits:

- Highlighted Product Line Listing in the Company Alpha section in print & digital
- Video on profile page online
- Unlimited specs sheets (PDF) on Company Profile online
- 3 product specific Leaderboard Ads online*
- Color photo included in Lightbox on Product Category Pages online
- 5 Product Highlights on Company Profile online. Each Product Highlight includes:
 - Color product photo
 - 50-word product description
 - Link to a specific URL of your choice to promote your products

CATALOGER HOME PAGE PACKAGE

Limited to 5 packages available. Contact your sales rep for pricing and availability.

Includes Cataloger Premium Package, plus these additional benefits:

- 4 full-page, black & white catalog pages in print, digital and online
- Home page Carousel online
 - Linked to Company Profile page
 - Rotates visual image with text
 - Roll-over box includes 30-50 words of text
- 5 product specific Leaderboard Ads online*

ADD THESE UPGRADES TO ENHANCE YOUR CATALOG PACKAGE!

Foot Stopper - \$490

Draw attention to your product listing in the green Product Index pages in print & digital edition with a 7-3/16" x 1/2" banner positioned at the bottom of the page where your product listing appears.

Available to catalogers only.

Leaderboard - \$3,600/year

728 x 90 pixels

Leaderboard Ad appears under selected Product Pages online for 12 months.* Ad links to a company's website.

All rates are net.

Contact your Food Master representative for rates and more details.

*Leaderboard ads appear under selected Product Category Pages. Limited to 3 ads in rotation. Ad links to a company's website.

See 2016 Food Master media kit for complete list of cataloger upgrade options.

Contact Your **Food Master** Sales Rep Today!

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FoodEngineering

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