

# RENEW YOUR 2017 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  
82,397 subscribers\***

## PRINT



- A trusted resource for the food and beverage industry for over 30 years!
- Year-round exposure to 26,262 subscribers.\*

## ONLINE



- FoodMaster.com can leverage the strength of *Food Engineering* and *Prepared Foods* to drive customers and prospects to your listing.
- 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 56,135\*
- Simple search capabilities so customers can find you faster!



Contact your sales rep:  
[bnpSOLUTIONS.com/FBP-Team](http://bnpSOLUTIONS.com/FBP-Team)

\*December 2015 BPA Brand Report.

[www.FoodMaster.com](http://www.FoodMaster.com)

# FEATURES FOR 2017 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 - \$1,800/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 2017 Food Master media kit for complete list of cataloger upgrade options.