INDUSTRY PERSPECTIVE: SPONSORED CONTENT

OFFERING INDUSTRY LEADERS WITH A STORY TO TELL THE OPPORTUNITY TO BE FEATURED IN A UNIQUE Q&A FEATURE

Our Industry Perspective is sponsored content and takes the form of a one-page or two-page spread Q&A interview between Food Processing Magazine’s editors and a company spokesperson on a topic of particular importance and meaning to your organization. This format is uniquely suited to telling stories that are difficult to convey in a traditional advertising format. You choose the topic, and we’ll work with you to draft appropriate questions. We’ll create the one-page or two-page story based on your written responses.

Each Industry Perspective feature includes 4-6 questions, together with photo of interviewee—and supporting graphic, if there is a second image. The ‘Perspective’ will be included in a mutually agreed upon issue with a limit of two ‘Industry Perspectives’ published in any one issue. The sponsor will receive a standalone PDF of the article which can be used for your own content marketing purposes, and each page of the feature will carry an ‘Industry Perspective: Sponsored Content’ eyebrow at the top of each page.

We also offer a digital promotion support program designed to further increase the article’s online readership. In addition to the printed feature in the magazine, we’ll promote the digital article via traffic drivers in e-newsletter Sponsored Content text ad placements in two separate editions of our daily FoodProcessing.com E-newsletter, as well as some social media posts.

Price:
$8,888 gross
per 1-page Industry Perspective feature

$13,330 gross
per 2-page Industry Perspective feature

Pricing which includes development of the feature, publication advertising placement, and digital marketing

If our Industry Perspective: Sponsored Content program is of interest to you, but you have a little different approach, then ask us about our advertorial offering.
## 2020 PRINT ADVERTISING RATES

### FOUR-COLOR PRINT ADVERTISING RATES *

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>Ad Dimensions ** (WxD, inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$13,333</td>
<td>$12,250</td>
<td>$11,325</td>
<td>$10,000</td>
<td>14  x 10</td>
</tr>
<tr>
<td>Full page</td>
<td>$8,888</td>
<td>$8,177</td>
<td>$7,550</td>
<td>$6,660</td>
<td>7.875 x 10.5</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>$6,675</td>
<td>$6,130</td>
<td>$5,630</td>
<td>$4,955</td>
<td>4.5625 x 10</td>
</tr>
<tr>
<td>One-half page island</td>
<td>$4,985</td>
<td>$4,570</td>
<td>$4,230</td>
<td>$3,735</td>
<td>4.5625 x 10</td>
</tr>
<tr>
<td>One-half page vertical</td>
<td>$4,985</td>
<td>$4,570</td>
<td>$4,230</td>
<td>$3,735</td>
<td>3.25 x 10</td>
</tr>
<tr>
<td>One-half page horizontal</td>
<td>$4,985</td>
<td>$4,570</td>
<td>$4,230</td>
<td>$3,735</td>
<td>7 x 4.875</td>
</tr>
<tr>
<td>One-third page vertical</td>
<td>$3,555</td>
<td>$3,275</td>
<td>$3,025</td>
<td>$2,660</td>
<td>2.1875 x 10</td>
</tr>
<tr>
<td>One-third page square</td>
<td>$3,555</td>
<td>$3,275</td>
<td>$3,025</td>
<td>$2,660</td>
<td>4.5625 x 4.875</td>
</tr>
<tr>
<td>One-quarter page</td>
<td>$2,940</td>
<td>$2,695</td>
<td>$2,490</td>
<td>$2,205</td>
<td>3.25 x 4.875</td>
</tr>
</tbody>
</table>

* 5% premium for fifth color or PMS. All rates gross.
** Non-bleed space units. 7.875” x 10.5” trim.

Full-page plate size: 8.125” x 10.75”; bleed spread for each plate: 8.125” x 10.75”.

### Special Positions
- Second Cover: +15% Premium
- Third Cover: +10% Premium
- Fourth Cover: +15% Premium

### Insert Rates
Contact Publisher

### Classified Print Advertising
Special advertising for products, services, auction and recruitment.
$150 per column inch

### Classified column width sizes:
- One column: 2.1875” wide
- Two column: 4.4375” wide
- Three column: 6.875” wide

Contact Polly Dickson at pdickson@putman.net or call 630-625-1176 for online auction and recruitment pricing.

### Materials Contact
Anetta Gauthier, agauthier@putman.net. 630-467-1301 ext. 371.
PRINT ADVERTISING OPTIONS AND SPECIFICATIONS

SPREAD
Trim:
15.75” x 10.5”
Bleed:
16” x 10.75”

2/3 PAGE
4.5625” x 10”

1/2-PAGE ISLAND
4.5625” x 7.5”

1/2 PAGE VERTICAL
3.25” x 10”

FULL PAGE
Live area:
7” x 10”
Trim:
7.875” x 10.5”
Bleed:
8.125” x 10.75”

1/3 PAGE
2.1875” x 10”

1/3 PAGE VERTICAL
4.5625” x 4.875”

1/4 PAGE
3.25” x 4.875”

Preferred file format: High resolution PDF with flattened layers.

Contact Anetta Gauthier at agauthier@putman.net or call 630-467-1301 ext. 371 for production questions.
PRINT MEDIA: HIGH-IMPACT OFFERINGS

FOOD PROCESSING OFFERS HIGH-IMPACT PRINT OPTIONS, IDEAL FOR EXTRA PROMOTION AND MARKETING EXPOSURE

French door (Split) Cover:
French door (Split) cover offering allows advertisers to have the most dominant position and placement in the issue. The high-impact placements provide marketers with a larger area than a standard-single page, and are positioned between the front cover and page one. Rate $15,300 gross (includes all production costs). Production specifications provided upon request. Limit one per issue.

Bellyband (issue wrap):
Bellyband allows advertisers to make sure that their marketing and advertising message is the first item our readers see when they receive and go to read their issues. The bellyband is a six-inch high printed platform that wraps around the entire issue, giving marketers a ‘big canvas’ to promote their product and services. Rate $14,700 gross (includes all production costs). Production specifications provided upon request. Limit one per issue.

Run of Press Gatefold:
Four-page Gatefold run-of-press advertising unit allows advertisers and marketers to dominate the far forward section of the issue. This unit provides you with four, full sized standard pages of space and, since it is bound in as run-of-press, is a permanent part of the issue. Rate $19,600 gross (includes all production costs). Production specifications provided upon request. Limit one per issue.

Custom Insert Program:
Custom insert program allows advertisers and marketers to publish and insert via removable glue strip either 4-page, 8-page, 12-page, 16-page or 20-page inserts in the issue of their choice. Each project is custom and designed to meet the marketing needs of the client. Rate quoted individually. Production specifications provided upon request. Limit one per issue for 8-page or larger inserts.