

2009 Rate Cards

Display Advertising



DISCOUNTED NASFT MEMBER RATES (NET)

	1x	4x	6x	10x
Full page	\$4880	\$4152	\$3904	\$3664
2/3 page	3904	3320	3120	2928
1/2 page	3416	2904	2736	2568
1/3 page	2440	2080	1952	1832
1/4 page	1952	1664	1560	1464
Outside Back Cover				4168
Other preferred positions				3848

NON-MEMBER RATES (NET)

	1x	4x	6x	10x
Full page	\$6100	\$5190	\$4880	\$4580
2/3 page	4880	4150	3900	3660
1/2 page	4270	3630	3420	3210
1/3 page	3050	2600	2440	2290
1/4 page	2440	2080	1950	1830
Outside Back Cover				5210
Other preferred positions				4810

2009 WHAT'S NEW, WHAT'S HOT! IN-PRINT, ON-SITE AND ONLINE RATES

What's New, What's Hot! listings are sold on a prepaid, non-commissionable basis to NASFT members only.

IN PRINT, ONLINE

	1x	4x	6x	10x
12-month printed listing program in <i>Specialty Food Magazine</i>	\$570	\$480	\$450	\$410

ON-SITE

	half-shelf with one sales leads ID#	full-shelf with one sales leads ID#	full-case 8 spaces, one sales leads ID#
Display showcase space only at the Fancy Food Show	\$220	\$440	\$1,760

Contact your advertising representative for details on value-added packages!