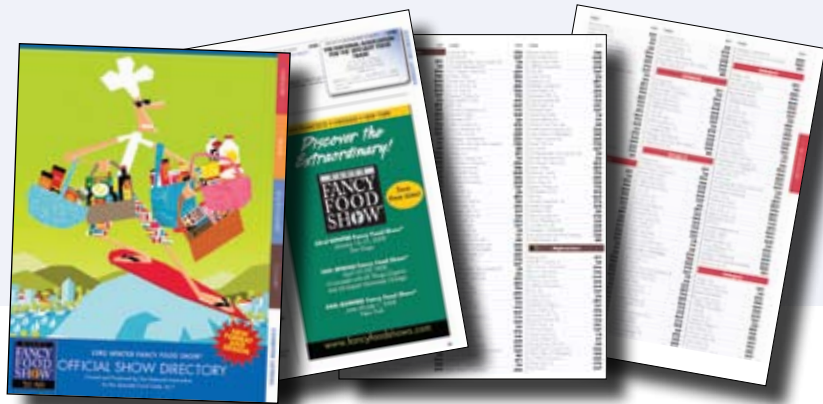


# SPECIALTY FOOD MEDIA: Competitive Rates

## THE FANCY FOOD SHOW DIRECTORY

- Draw buyers to your booth by advertising in this invaluable on-site resource.
- Large, 8-1/8 x 10-7/8 format is easy to use with a large exhibit floor map and expanded product and brand indexes.
- *Specialty Food Magazine* advertisers receive a 10% discount on advertising in the Directory.

	Non-Advertiser	<i>Specialty Food Magazine</i> Advertisers
Full page	\$2250	\$2025
2/3 page	1912	1721
1/2 page	1760	1584
1/3 page	1385	1247
1/4 page	1247	1122
Cover 2	2700	2430
Cover 3	2700	2430
Cover 4	3005	2705
Enhanced Listing <i>enlarged listing on highlighted background</i>	100	100
Insert 4x6 <i>printed by advertiser</i>	3705	3335
Bellyband <i>printed by NASFT</i>	5545	4991



## SPECIALTYFOOD.COM BANNER POOL RATES

- Banners rotate in a random pool giving all advertisers equal exposure.
- *Specialty Food Magazine* advertisers receive a 30% discount on advertising on [specialtyfood.com](http://specialtyfood.com)

	Non-member		NASFT Member	
	Non-Advertiser	SFM Advertiser	Non-Advertiser	SFM Advertiser
1 Month Rate	\$1,450	\$984	\$1,125	\$788
3 Month Rate	1,125	788	900	630
6 Month Rate	900	630	720	504
12 Month Rate	810	567	650	455

## SPECIALTY FOOD NEWS RATES

- *Specialty Food Magazine* advertisers receive a 30% discount on advertising on *Specialty Food News*

	Non-member		NASFT Member	
	Non-Advertiser	SFM Advertiser	Non-Advertiser	SFM Advertiser
1 day	\$350	\$245	\$280	\$196
1 week	1,400	980	1,120	784
1 month	4,550	3,185	3,640	2,548
3 months	11,550	8,085	9,240	6,468
6 months	18,900	13,230	15,120	10,584
1 year	29,400	20,580	23,520	16,464
Show Daily	2,450	1,715	1,960	1,372