

TOTAL MARKET ACCESS FROM THE MARKET LEADER

Introducing **Marketplace** Specialty Food Magazine's Special Advertising Section

Affordable Advertising Options Designed to Generate Leads on Any Budget

Marketplace offers three cost-conscious advertising levels to help you create a awareness with *Specialty Food Magazine's* circulation of 30,100 qualified subscribers. The new format is designed to create a presence with the smallest of investments.

Marketplace builds on the success of the What's New, What's Hot! advertising section in the back of each issue, adding two more layers to fit any budget.

Marketplace Express

Your four-color logo and up to 20 words of text in a streamlined classified format. Starting at \$210 per ad or less.



What's New, What's Hot!

One of our readers' favorite sections!
More space, for your photo
and up to 50 words.
Starting at \$570 per ad or less.



Marketplace Display

More space, more options,
more flexibility. Great way
to start building awareness.
Starting at \$815 or less for 1/6 page.



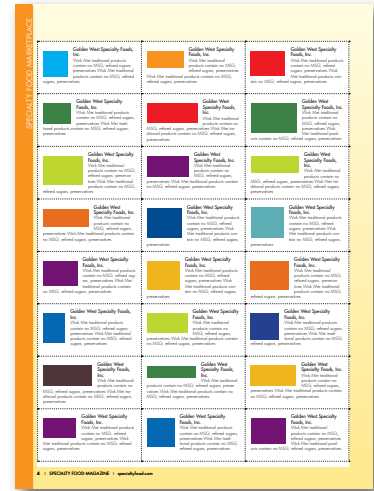
About Specialty Food Magazine:

Every issue delivers engaged subscribers*

- 96% have taken purchasing action as a result of ads or articles in *Specialty Food Magazine*.
- 72% visited an advertiser's website for more information after reading an ad in *Specialty Food Magazine*.

Source 2009 Baxter Advertising Effectiveness Survey of Subscribers.

2009 order form marketplace express



INDICATE THE ISSUE(S) YOU ARE RESERVING

- June—Summer Fancy Food Show Preview
- July—Summer Fancy Food Show Issue
- Aug—Fancy Food Shows and other key industry events
- Sep—Natural Products Expo East
- Oct—Today's Specialty Food Consumer 2009
- Nov/Dec—Winter Fancy Food Show Preview

Orders Due
4/29
5/27
6/22
7/30
8/27
9/29

Materials Due
5/4
6/1
7/6
8/4
9/1
10

Contact your *Specialty Food Magazine* representative or go to www.specialtyfoodmagazine.com for detailed planning calendar.

INDICATE YOUR CATEGORY SELECTION

- Products
- Services
- Special Offers

NASFT member Company Name: _____	MEMBER PRICE PER LISTING <input type="checkbox"/> 1x = \$210 <input type="checkbox"/> 4x = \$180 <input type="checkbox"/> 6x = \$160 <input type="checkbox"/> 10x = \$150
PAYMENT Charge to my: _____ VISA _____ MasterCard _____ American Express Credit Card # _____ exp. _____ Signature _____ Print Name _____ Payment must accompany all orders. Charges will be made once PER month after deadline date.	NON-MEMBER PRICE PER LISTING <input type="checkbox"/> 1x = \$252 <input type="checkbox"/> 4x = \$216 <input type="checkbox"/> 6x = \$192 <input type="checkbox"/> 10x = \$180

HOW TO PLACE YOUR ORDER

1. **FAX** YOUR COMPLETED ORDER FORM TO:
646.878.0238 (private fax)
2. **THEN EMAIL** below to Cynthia Eisemann at ceisemann@nasft.org.
 - Product/Company Name up to 30 characters (approx. 5 words)
 - Category Preference (Products, Services, or Offers)
 - Product/Company Description up to 150 characters (approx. 20 words)
 - Contact Name

3. **UPLOAD LOGO** IN APPROPRIATE DROP BOX BELOW:

- PRODUCTS:
<http://www.sendspace.com/business-dropbox/yo5pju>
- SERVICES:
<http://www.sendspace.com/business-dropbox/we1m1x>
- OFFERS:
<http://www.sendspace.com/business-dropbox/mq0pip>
- If you do not receive confirmation of email receipt, please contact Cynthia Eisemann immediately. Order form and email MUST be received by the deadline.*

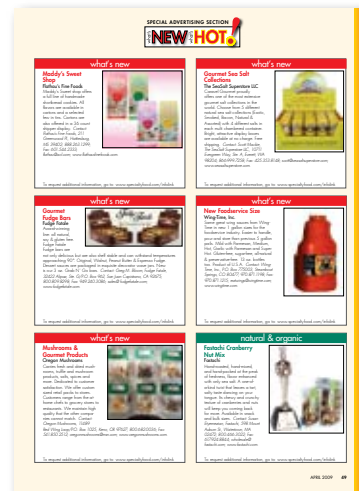
SPECS FOR DIGITAL LOGO

Logo only (no text); Minimum 300dpi; EPS, TIFF or JPG

FOR MORE INFORMATION, CONTACT CYNTHIA EISEMANN AT 646.878.0138, 800.627.3869 OR CEISEMANN@NASFT.ORG.

2009 order form

what's new, what's hot!



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INDICATE YOUR CATEGORY SELECTION

- What's New Gift & Holiday Natural & Organic What's Hot

NASFT member Company Name: _____

PAYMENT

Charge to my: _____ VISA _____ MasterCard _____ American Express

Credit Card # _____ exp. _____

Signature _____

Print Name _____

Payment must accompany all orders. Charges will be made once PER month after deadline date.

PER LISTING

- 1x = \$570
- 4x = \$480
- 6x = \$450
- 10x = \$410

HOW TO PLACE YOUR ORDER

1. **FAX** YOUR COMPLETED ORDER FORM TO:
646.878.0238 (private fax)

2. **THEN EMAIL** below to Cynthia Eisemann at
ceisemann@nasft.org.

- Product Name up to 30 spaces
- Category Preference (from list on right)
- Product Description up to 50 words
- Contact Name

3. **UPLOAD PHOTO** IN APPROPRIATE DROP BOX BELOW:

WHAT'S NEW:

<http://www.sendspace.com/business-dropbox/xeaqmf>

GIFT & HOLIDAY:

<http://www.sendspace.com/business-dropbox/0c3jkr>

NATURAL & ORGANIC:

<http://www.sendspace.com/business-dropbox/yoe9s7>

WHAT'S HOT:

<http://www.sendspace.com/business-dropbox/wek10g>

If you do not receive confirmation of email receipt, please contact Cynthia Eisemann immediately. Order form and email MUST be received by the deadline.

SPECS FOR DIGITAL PHOTO

- Product shot only (no text)
- Minimum 300dpi @ 3" x 3"
- Maximum 3MB
- EPS, TIFF or JPG
- RGB color

FOR MORE INFORMATION, CONTACT CYNTHIA EISEMANN AT 646.878.0138, 800.627.3869 OR CEISEMANN@NASFT.ORG.

2009 order form marketplace display



All rates include 4-color charges

NON-MEMBER PRICES

	1x	4x	6x	10x
1/2 page	\$2928	\$2488	\$2342	\$2196
1/3 page	1950	1657	1560	1463
1/4 page	1464	1244	1171	1098
1/6 page	978	832	782	733

DISCOUNTED MEMBER PRICES

	1x	4x	6x	10x
1/2 page	\$2440	\$2074	\$1952	\$1830
1/3 page	1625	1381	1300	1219
1/4 page	1220	1037	976	915
1/6 page	815	693	652	611

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NASFT member Company Name: _____

PAYMENT

Charge to my: _____ VISA _____ MasterCard _____ American Express

Credit Card # _____ exp. _____

Signature _____

Print Name _____

Payment must accompany all orders. Charges will be made once PER month after deadline date.

Use this form to reserve marketplace display advertising space in *Specialty Food Magazine*.
Fax the completed form to 646.878.0212 before the space reservation deadline for the first scheduled issue.

SPECS

Rates effective with the June 2009 issue. Rates include 4-color and are quoted in U.S. dollars. Rates below are net of agency discount and applicable for advertisements delivered according to our published specifications. Should production services be required, they will be quoted and charged additionally. Advertising specifications available at www.specialtyfoodmagazine.com.

**FOR MORE INFORMATION, EASTERN U.S. & CANADA, CONTACT EILEEN MIKALONIS AT 646.878.0150.
CENTRAL AND WESTERN U.S. & CANADA, CONTACT JANE JOHNSON AT 646.878.0184.**