

ADVERTISING ORDER FORM

Rates effective with the Jan/Feb 2011 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.

INDICATE BELOW ADVERTISING UNITS BEING RESERVED

- Select the issue in which you want to advertise by using the check boxes in the issue column.
- Select the type of advertising you want, Display or Marketplace, by marking the Display/Marketplace column with an 'D' or 'M.'
- Select the Size of your ad and indicate it in the Ad Size column.
- Fill out your contact information at the bottom.
- Sign and return the form to Specialty Food Media.

ISSUE	ORDER DUE	SHOW COVERAGE/ BONUS DISTRIBUTION	FEATURES AND HIGHLIGHTS	AD SIZE
<input type="checkbox"/> Jan./Feb. 2011	11/29	• Winter Fancy Food Show Issue	<ul style="list-style-type: none"> How to Run a Successful Food Truck FOODS IN FOCUS: The Foods of Austria CANDY COUNTER: 2011 Trends CHEESE FOCUS: Logical Line Extensions NATURAL SELECTIONS: What's Driving the Rise in New Food Co-ops? BUYERS' PICKS: Non-Food Items Malaysian Cuisine 	
<input type="checkbox"/> Mar. 2011	1/25	• Natural Products Expo West • International Home and Housewares Show	<ul style="list-style-type: none"> I Started My Company Because...: Suppliers' Stories FOODS IN FOCUS: Handcrafted Heritage Foods NATURAL SELECTIONS: Natural Food Stores with a Twist BUYERS' PICKS: Gluten-Free Products 	
<input type="checkbox"/> Apr. 2011	2/23		<ul style="list-style-type: none"> State of the Specialty Food Industry 2011 FOODS IN FOCUS: Vinegar: The Reinvigoration of a Classic Category CHEESE FOCUS: The Chemistry of Cheese BUYERS' PICKS: Mother's Day Treats 	
<input type="checkbox"/> May 2011	3/25		<ul style="list-style-type: none"> Eating Right: Chefs' Awareness Movement FOODS IN FOCUS: The Cracker Barrel CANDY COUNTER: Tailoring Candy Promotions for Local Events BUYERS' PICKS: Out-of-the-Ordinary Sweet Frozen Treats 	
<input type="checkbox"/> June 2011	4/27	• Summer Fancy Food Show Preview • IDDBA	<ul style="list-style-type: none"> Outstanding Retailers of 2011 FOODS IN FOCUS: Yogurt and Yogurt Drinks CHEESE FOCUS: Wisconsin's Surprising Cheeses BUYERS' PICKS: Frozen Entrées The Ethnic Food Stores of Washington, D.C. 	
<input type="checkbox"/> July/Aug. 2011	5/25	• Summer Fancy Food Show Issue	<ul style="list-style-type: none"> The New Post-Recession Consumer FOODS IN FOCUS: Baking Mixes and Dessert Toppings CANDY COUNTER: Retailer Roundup CHEESE FOCUS: Collaborating with Other Departments NATURAL SELECTIONS: Today's CSAs BUYERS' PICKS: Flavor Trends 	
<input type="checkbox"/> Sep. 2011	7/27	• Natural Products Expo East • Anuga, Cologne	<ul style="list-style-type: none"> sofi™ Gold Winners FOODS IN FOCUS: Savory Food Gifts CANDY COUNTER: What's New for the Holiday Season NATURAL SELECTIONS: Case Study: A Day in the Life of a Free-Range Farm BUYERS' PICKS: Holiday Splurges 	
<input type="checkbox"/> Oct. 2011	8/24		<ul style="list-style-type: none"> Consumer Research FOODS IN FOCUS: Flavor Trends in Dressings and Marinades CHEESE FOCUS: A New Generation of Cheesemongers BUYERS' PICKS: Upscale Tailgates 	
<input type="checkbox"/> Nov./Dec. 2011	9/27	• Winter Fancy Food Show Preview	<ul style="list-style-type: none"> Roundup of Packaging Innovations Philanthropic Companies FOODS IN FOCUS: Feeding the Burgeoning Tween Market BUYERS' PICKS: Soup and Crackers 	

ALL INFO (AD SIZE, ISSUE, BELOW) IS REQUIRED AND MUST BE FILLED IN COMPLETELY.

THIS IS A FIRM ORDER FOR ALL INSERTIONS SCHEDULED AND IS SUBJECT TO ALL TERMS AND CONDITIONS LISTED ON THE SPECIALTY FOOD MAGAZINE 2011 RATE CARD. What's New, What's Hot! and Marketplace must be pre-paid.

COMPANY NAME _____ CONTACT NAME _____

SIGNATURE (REQUIRED) _____ DATE _____

BILL ME UPON PUBLICATION. I AGREE TO PAY WITHIN 30 DAYS OF INVOICE.
 MY CHECK FOR US \$ _____ IS ENCLOSED (MADE PAYABLE TO NASFT)
 CHARGE MY CREDIT CARD UPON PUBLICATION FOR EACH SCHEDULED INSERTION: VISA MASTERCARD AMEX

CARD NUMBER _____ EXP. DATE _____ SIGNATURE _____

() _____

TELEPHONE NUMBER _____ E-MAIL _____

WEB _____

FANCY FOOD SHOW BOOTH NUMBER: WINTER _____ SUMMER _____

DISPLAY

Positioned opposite editorial content throughout the pages of Specialty Food Magazine.

20% DISCOUNTED MEMBER PRICES
(NASFT MEMBERS IN GOOD STANDING)

All rates are per insertion and net of 15% Agency Discount.

	1X	4X	6X	9X
FULL PAGE	\$4880	\$4152	\$3904	\$3664
2/3 PAGE	3904	3320	3120	2928
1/2 PAGE (island, horizontal, vertical)	3416	2904	2736	2568
1/3 PAGE (square, vertical)	2440	2080	1952	1832
1/4 PAGE	1952	1664	1560	1464
COVERS, ETC.				
Outside Back				4168
Other Preferred Positions				3848

NON-MEMBER PRICES

All rates are per insertion and net of 15% Agency Discount.

	1X	4X	6X	9X
FULL PAGE	\$6100	\$5190	\$4880	\$4580
2/3 PAGE	4880	4150	3900	3660
1/2 PAGE (island, horizontal, vertical)	4270	3630	3420	3210
1/3 PAGE (square, vertical)	3050	2600	2440	2290
1/4 PAGE	2440	2080	1950	1830
COVERS, ETC.				
Outside Back				5210
Other Preferred Positions				4810

MARKETPLACE

Value-oriented section in back of magazine with multiple ads on the same page.

20% DISCOUNTED MEMBER PRICES
(NASFT MEMBERS IN GOOD STANDING)

All rates are per insertion.

	1X	4X	6X	9X
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
What's New, What's Hot! Listing	570	480	450	410
Express Listing	210	180	160	150

NON-MEMBER PRICES

All rates are per insertion.

	1X	4X	6X	9X
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
What's New, What's Hot! Listing	N/A	N/A	N/A	N/A
Express Listing	252	216	192	180

THANK YOU!

Fax this form to 646.878.0212