Build buzz and get noticed at the Show!

• **COST-EFFECTIVE:**
  Low competitive pricing and high value for companies of all sizes

• **INCREASED EXPOSURE:**
  Aggressive on-site distribution to thousands of people

• **TOP-NOTCH CONTENT:**
  High quality you’d expect from the leader in Specialty Food

### Stand Out from the Crowd

Handed out to attendees as they enter the convention center, the *Fancy Food Show Daily* helps you connect with every major food and beverage buying channel. Featuring breaking news, day-of event information and highlights from the show floor, placement in the newspaper can deepen relationships with attendees and improve booth traffic.

**ORDER EARLY!**

First come first served.

**Lock in your spot now!**

Contact your Sales Representative today or call 646.878.0137.
## 2020 Fancy Food Show - SHOW DAILY Insertion Order Form

<table>
<thead>
<tr>
<th></th>
<th>WINTER</th>
<th>SUMMER</th>
<th>WINTER &amp; SUMMER</th>
<th>FOR 4X MEDIA ADVERTISERS*</th>
<th>FOR LOUDEST &amp; LOUDER PKG. ADVERTISERS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Ad (fixed format ad)</td>
<td>$985</td>
<td>$985</td>
<td>$1,970</td>
<td>$985</td>
<td>$985</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,200</td>
<td>$4,200</td>
<td>$7,000</td>
<td>$3,360</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

* Based on 2020 ad program. Subject to verification by Specialty Food Association. Rates include ads in ALL THREE Summer Fancy Food Show Daily issues.

**PLEASE RESERVE:** □ WINTER '20  □ SUMMER '20

- □ Product ad(s) in the Fancy Food Show Daily
- □ Full Page ad(s) in the Fancy Food Show Daily

**TOTAL PACKAGE PRICE:**

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**AD SIZES**

- **Full page**
  - 10.50" x 13.50"

- **Product Ad**
  - 4.75" x 4.00"

(This is a fixed format ad. Image and copy will be supplied to SFA, and SFA will layout in above format. See reverse side for specs/details.)

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**FOR (ADVERTISER COMPANY NAME)**

**CONTACT PERSON:** □ AGENCY □ AT ADVERTISER

**SIGNATURE (REQUIRED TO PLACE ORDER):**

- □ MY CHECK FOR US $__________________ IS ENCLOSED (MADE PAYABLE TO SPECIALTY FOOD ASSOCIATION)

**DATE**

**CONTACT PHONE**

**BILLING INFORMATION**

**BILLING CONTACT NAME**

**COMPANY NAME**

**TELEPHONE NUMBER**

**FAX NUMBER**

**E-MAIL**

**WEBSITE**

**STREET ADDRESS**

**CITY**

**STATE**

**ZIP/POSTAL CODE**

**COUNTRY**

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This signed Agreement will serve as an insertion order for the advertising selected unless revised written instructions are received by the Specialty Food Association prior to the order deadlines for each specific issue. This order is subject to the terms and conditions on the current rate card available at www.specialtyfoodmedia.com. If the total number of insertions scheduled within a twelve-month period is reduced, you will be short-rated at the prevailing rates. For ad specifications go to www.specialtyfoodmedia.com.

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PLEASE RETURN SIGNED, COMPLETED FORM TO MEDIAORDERS@SPECIALTYFOOD.COM.
HOW TO SUBMIT OFFICIAL FANCY FOOD SHOW DAILY ADVERTISEMENT MATERIALS

FULL PAGE DISPLAY AD
Upload your final, full page Show Daily ad PDF created to the following specifications using the applicable FTP site link(s) directly below:

<table>
<thead>
<tr>
<th>Spec</th>
<th>WINTER SHOW</th>
<th>SUMMER SHOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>10.50 inches (w) x 13.50 inches (h)</td>
<td>10.50 inches (w) x 13.50 inches (h)</td>
</tr>
<tr>
<td></td>
<td>26.67 cm (w) x 34.29 cm (h)</td>
<td>26.67 cm (w) x 34.29 cm (h)</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>10.75 inches (w) x 13.75 inches (h)</td>
<td>10.75 inches (w) x 13.75 inches (h)</td>
</tr>
<tr>
<td></td>
<td>27.31 cm (w) x 34.93 cm (h)</td>
<td>27.31 cm (w) x 34.93 cm (h)</td>
</tr>
<tr>
<td>Live/Safety</td>
<td>9.50 inches (w) x 12.50 inches (h)</td>
<td>9.50 inches (w) x 12.50 inches (h)</td>
</tr>
<tr>
<td></td>
<td>24.13 cm (w) x 31.75 cm (h)</td>
<td>24.13 cm (w) x 31.75 cm (h)</td>
</tr>
</tbody>
</table>

IMAGERY REQUIREMENTS
- Images should be 300 dpi/ppi or higher for best print reproduction.
- All colors must be generic CMYK; no RGB, Pantone or other spot colors.
- Set and include crop marks outside the trim area to define trim and bleed for ad.

PRODUCT (FIXED-FORMAT) ADVERTISEMENT*
Post a high-resolution product image plus a separate, edited, proofread, body of descriptive text for our Show Daily using the specifications and designated link(s) below:

Image Requirements
- Minimum resolution 300 dpi/ppi
- 2.50 inch (w) x 2.50 inch (h); 6.35 cm (w) x 6.36 cm (h); larger images will be scaled down
- jpg or tiff format only

Descriptive Text Requirements
- 500 characters
- Word or text file only

*To ensure that your product image is correctly paired with your text during our production process, label the files using these naming conventions for the applicable issue(s) before FTP upload:

- Company Name_WFFS Daily_Image Name
- Company Name_SFFS Daily_Image Name
- Company Name_WFFS Daily_Image Name_Text
- Company Name_SFFS Daily_Image Name_Text

WINTER SHOW—Upload files by December 20, 2019:
https://specialtyfood.sharefile.com/r-ra3fe4ea7b894bbbb

SUMMER SHOW—Upload files by June 5, 2020:
https://specialtyfood.sharefile.com/r-r672b71468994e3a8