

# 2010 Specifications & Advertising Rates

Four Color Display Rates**	1x	3x	6x	12x	18x
Full page	\$5,050	\$4,770	\$4,520	\$4,110	\$3,830
2/3 page	\$3,690	\$3,490	\$3,320	\$2,980	\$2,770
1/2 page (island)	\$3,410	\$3,220	\$2,990	\$2,670	\$2,380
1/2 page (horizontal)	\$2,880	\$2,700	\$2,540	\$2,290	\$2,140
1/3 page (vertical)	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/3 page (square)	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/4 page (vertical)	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
1/4 page (horizontal)	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
Inside Front Cover*	\$6,870	\$6,650	\$6,370		
Inside Back Cover*	\$6,760	\$6,520	\$6,280		
Back Cover*	\$7,010	\$6,750	\$6,540		

\*\* All rates include bleed and color and are agency commissionable

## Insert Rates

Contact Publisher for more Information.

## Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$155	\$135	\$125	\$115

**SPECIAL PREMIUM POSITION RATES** — Positions specified by advertiser or agency are 10% above black and white earned rate.

**INSERT RATES** — Contact publisher for rates, quantity required and shipping instructions.

**COMBINATION RATES** — Advertisers in *Refrigerated & Frozen Foods* may combine space in ALL BNP Media titles to earn the highest frequency rate.

**AGENCY COMMISSION** — 15% of gross billing is allowed to recognized agencies on space, color and position. Back-up charges, printing of inserts and binding charges are non-commissionable.

## MECHANICAL REQUIREMENTS

Trim Size — 7 7/8" x 10 1/2"

Method of Printing — Body and covers printed web offset

Type of Binding — Perfect

**PROOFS** — A color proof MUST accompany your submitted material.

## SHIPPING INSTRUCTIONS

Send all insertion orders and advertising materials to:

**Suzanne Fairman** Production Manager

*Refrigerated & Frozen Foods* • BNP Media

24817 43rd Ave. So. Kent, WA 98032

Phone: 253-946-6854 • Fax: 248-244-2080

Email: fairmans@bnpmedia.com

FTP site: http://upload.bnpmedia.com

## DIGITAL AD SPECIFICATIONS

Preferred method for advertising material submission.

**Platforms:** Files are Macintosh Platform

**Media Accepted:** CD, DVD, or FTP uploads

**Supported Applications:** InDesign, Quark, Photoshop, Illustrator

**PDF:** A PDF may be used, as long as the original InDesign, or Quark document—with the fonts and images—is included separately. If no original material is sent with the PDF, we will not be able to accept the ad.

**Raster File Resolution (Photos):** 300 dpi saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW.

**Color:** Color images should be saved in cmyk format unless a matched spot color/pantone color has been purchased. If a spot color is used, please note the color on your laser proof and make sure process color separations are not chosen.

DO NOT enlarge photos/images more than 115% in InDesign or Quark. This makes the image under 240 dpi, which is considered low resolution.

**Graphics:** Include all placed graphics on disk. Do not imbed images in your file.

**Ad Size:** Crop marks for page size should be at trim size. Bleed ads extend beyond trim by 1/8 inch.

**Fonts:** Include all printer and screen fonts on disk. Please use Type 1 fonts only. True type fonts are not acceptable, and will be replaced if sent. If possible, do not use Multiple Master fonts.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad, or to return a disk.

RUN OF BOOK — NON-BLEED (INCHES)			RUN OF BOOK — BLEED (INCHES)		
	Width	Depth		Width	Depth
<b>Spread</b>	14	10	<b>Spread</b>	16	10%
<b>1 Page</b>	7%	10	<b>1 Page</b>	8	10%
<b>2/3 Page</b>	4½	10	<b>2/3 Page</b>	5%	10%
<b>1/2 Page Vertical</b>	3%	10	<b>1/2 Page Vertical</b>	4	10%
<b>1/2 Page Horizontal</b>	7	4%	<b>1/2 Page Horizontal</b>	8%	5%
<b>1/2 Island</b>	4½	7%	<b>1/2 Island</b>	5%	8%
<b>1/2 Page Diagonal</b>	For specs, contact publisher		<b>1/2 Page Diagonal</b>	13%	10%
<b>1/3 Page</b>	2%	10	<b>1/3 Page</b>	2½	10%
<b>1/3 Square</b>	4½	4%	<b>1/3 Square</b>	5%	5%
<b>1/4 Page</b>	3%	4%	<b>1/4 Page</b>	4	5%

\*Publisher cannot accept responsibility if digital specs are not followed.

## EDITORIAL & SALES CONTACTS

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