



2010 Specifications & Advertising Rates

Bleed Specifications:

Full-page bleed size 8.25" x 11"

Full-page trim size 8" x 10.75"

Spread size, full bleed 16.25" x 11"

Spread trim size 16" x 10.75"

Keep all live matter .375" from trim.

Fractional ads should match sizes published in media kit.

Digital Ad Requirements

Platforms: MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Photoshop and Illustrator files accepted. PDFs are accepted; please call the production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used must be CMYK, unless a spot color has been purchased.

Electronic Submission:

RFF recommends submitting your files via FTP or email. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP Login Information:

Go to <http://dfupload.bnpmmedia.com> and choose Refrigerated and Frozen Foods from the drop down menu and follow on screen directions.

Proofs Required: A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 8" x 10.75". Bleed ads should extend beyond trim crop marks by .125" on each side. Vital matter must be kept at least .375" away from trim edges. Fractional ads should match sizes published in media kit.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media, 155 N Pflingsten Road, Suite 205, Deerfield, IL 60015
Attn: Roz Gilman, E: gilmanr@bnpmmedia.com, P: 847.405.4039

TERMS & CONDITIONS

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days, 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.

COLOR DISPLAY RATES	Width x Height	1x	3x	6x	12x	18x
Full page	8" x 10.75"	\$5,050	\$4,770	\$4,520	\$4,110	\$3,830
2/3 page	4.5" x 10"	\$3,690	\$3,490	\$3,320	\$2,980	\$2,770
1/2 page (island)	4.5" x 7.5"	\$3,410	\$3,220	\$2,990	\$2,670	\$2,380
1/2 page (horizontal)	7" x 4.875"	\$2,880	\$2,700	\$2,540	\$2,290	\$2,140
1/3 page (vertical)	2.25" x 10"	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/3 page (square)	4.5" x 4.875"	\$2,140	\$1,980	\$1,820	\$1,620	\$1,500
1/4 page (vertical)	3.375" x 4.875"	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
1/4 page (horizontal)	7" x 2.375"	\$1,640	\$1,530	\$1,420	\$1,230	\$1,160
Inside Front Cover*	8" x 10.75"	\$6,870	\$6,650	\$6,370		
Inside Back Cover*	8" x 10.75"	\$6,760	\$6,520	\$6,280		
Back Cover*	8" x 10.75"	\$7,010	\$6,750	\$6,540		

*Includes Bleed and Color

Special Color

Special Color

Additional charge for any special color and black.

Per Page \$1,390

Per Spread \$2,580

Per 1/2 page \$1,030

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



Contact Us

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