

**NEW FOR 2009**

- Monthly advertiser special offers
- Newly designed website
- Convenience Foods Insider e-newsletter
- New coverage of refrigerated AND frozen food processors

**Refrigerated & Frozen Foods**

**& RFF**

**BEST PRACTICES FOR VALUE-ADDED PROCESSORS**



# 2009 INTEGRATED MEDIA PLANNER

*Refrigerated & Frozen Foods* – the only publication targeted exclusively to processors of value-added, convenience foods.

## Online Media Services:

- Banners • Video • Podcasts
- Webinars • White Papers
- e-Newsletters • Digital Issues
- Industry Directory



[www.REFRIGERATEDFROZENFOOD.COM](http://www.REFRIGERATEDFROZENFOOD.COM)

# Delivering the Fastest Growing Segment of the Food Industry – Convenience Foods

## The Fastest Growing Market Segment

Market dynamics that include less available time, lack of cooking knowledge and fast-paced, on-the-go schedules are driving today's households to seek healthy, convenient and good-tasting products. Refrigerated and frozen food processors are responding with a record number of new product introductions for both retail and foodservice channels.

## THE \$246 BILLION MARKET

Meals & Entrées	\$85.9
Prepared Meat & Poultry	\$74.2
Dairy/Beverage	\$25.5
Snacks, Appetizers & Sidedishes	\$24.8
Bakery Products	\$21.7
Fruits & Vegetables	\$14.3

Total Value-Added Product Sales: \$246.4 Billion

Source: Publisher's Own Data, Sept. 2008

## Unique Market Position

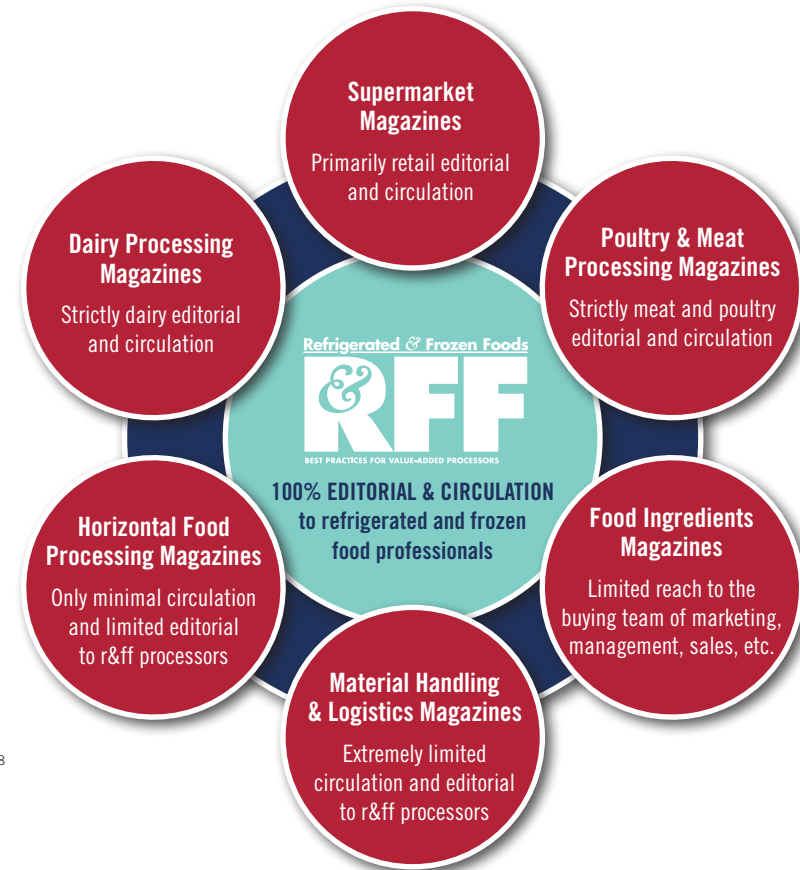
*Refrigerated & Frozen Foods* is the **ONLY** publication exclusively serving this fast-growth market with circulation and editorial dedicated to creating, manufacturing, warehousing and distributing refrigerated and frozen foods through retail and foodservice channels.

## Focused Refrigerated & Frozen Coverage

*Refrigerated & Frozen Foods* circulation reaches **ONLY** refrigerated and frozen food industry professionals. It spans the entire industry to include all six major categories including meals & entrees, further prepared meat & poultry, bakery, snacks/appetizers/sidedishes, further prepared fruits & vegetables, and dairy/beverages.

Our 19,000\* subscribers include decision-makers involved in each of these six major food categories. There's no easier path directly to your customers and key prospects!

\*Source: BPAWW Circulation Statement, December 2008. Statement includes Warehousing/Distribution and Distributors, Suppliers & Manufacturers.



## The Power of Exclusivity

**ONLY REFRIGERATED & FROZEN FOODS DELIVERS:**

- **MORE** refrigerated and frozen food processing executives
- **MORE** refrigerated and frozen food plant operations management personnel
- **MORE** R&D Management personnel responsible for creating value-added products –this group develops the most new products and buys the most ingredients
- **MORE** executives and operation management personnel within the cold storage and logistics industry

## Editorial Designed to Improve Business

*Refrigerated & Frozen Foods* has a singular goal – to cover all aspects of the value-added and convenience foods market. No other source offers such consistent content.

### Each issue features:

- In-depth, behind-the-scenes analysis of a leading food and beverage processing company
- Interviews with senior and corporate executives
- Current trends at retail and foodservice and their impact on the industry
- Department news for:
  - Processing
  - Packaging
  - New Product Development
  - Logistics
  - Food Safety

Our readers – your customers – count on this pertinent information and analysis to gain knowledge and make decisions about how to run their businesses. Our distinctive editorial generates a captive audience for explaining and promoting your products and services.

**READERS CONNECT TO R&FF**

*"I like that it is specific to refrigerated and frozen."*

*"I use it to keep up with emerging technologies and concepts in temperature controlled supply chains."*

*"I use it as a reference tool when looking for products or services."*

*"I use it to monitor frozen food industry, product lines, locations, trends, etc."*

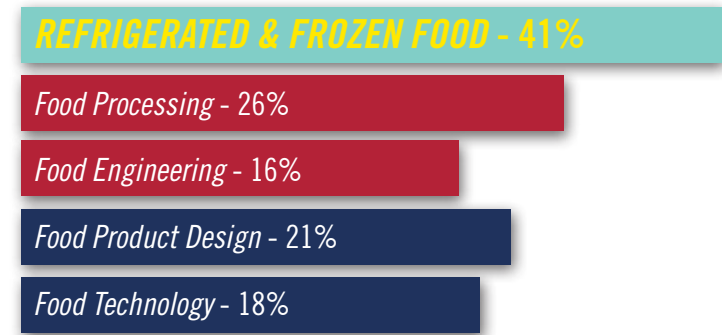
*"I would miss it if [it wasn't] delivered."*

Source: AD Score Advertising Readership Study, September 2008

## R&FF is #1 in Readership\*\*

Refrigerated and frozen food executives understand that *Refrigerated & Frozen Foods* is an important resource for critical industry insight and information. Including your ad message in this industry standard is the right decision.

**"Which of the following trade publications do you read regularly, that is, 3 out of 4 issues?" \*\***



\*\*Source: AD Score Advertising Readership Study, September 2008. BPAWW Circulation Statement, December 2008, TQ=19,000.



**THE AD PAGE LEADER SPECIFICALLY FOR THE REFRIGERATED AND FROZEN FOOD PROCESSING MARKET!**

## Reaching Your Customers Just Got Easier

### CONVENIENCE FOODS INSIDER – R&FF'S BI-MONTHLY E-NEWSLETTER

Deliver your message directly to your customers' computers by placing your ad in the new Convenience Foods Insider e-newsletter. Twice per month, *R&FF* produces a quick look at industry news and events specific to the perishable convenience foods market. Emailed to over 5,000 subscribers, this is a valuable electronic enhancement to your core print campaign.



Source: Publisher's Own Data, Sept. 2008

### WWW.REFRIGERATEDFROZENFOOD.COM

Services and information vital to the industry reside on *R&FF*'s website. Your ads should, too. E-media options include banner ads, linked sponsorships, podcasts, webinars, streaming video and more.



### INTEGRATED MEDIA SOLUTIONS PROVIDER

A well-rounded, diverse marketing strategy is crucial for your success. *R&FF* can provide you a variety of print and online services to help you succeed. Our expert staff has experience building customized media packages designed to fit your needs and your budget.

- **Print & website solutions:** podcasts, video, webinars, reprints
- **Custom media options:** original content, unique projects, targeted marketing
- **Industry-related sponsorships & conferences**
- **Access to custom market research**
- **Unique support of our 18 food and beverage sister publications**

Visit [www.refrigeratedfrozenfood.com](http://www.refrigeratedfrozenfood.com) for a complete media guide of these and other related ancillary services.

**82% of readers surveyed have taken action as a result of seeing an ad in R&FF.\*\***

**87% of readers surveyed recommend or influence purchases at their company.\*\***

Source: AD Score Advertising Readership Study, September 2008

	January Closes Dec 10	February Closes Jan 12	March Closes Feb 10	April Closes Mar 10	May Closes Apr 10	June Closes May 11	July Closes Jun 10	Special Issue Closes Jul 10	August Closes Jul 10	September Closes Aug 10	October Closes Sep 10	November Closes Oct 12	December Closes Nov 10
<b>Corporate Profile</b>	Corporate Profile of Refrigerated AND Frozen Foods Processor	<b>Annual Temperature-Controlled Contract Manufacturing Issue &amp; Guide</b>	<b>Food Plants of the Year</b> • Meals & Entrees • Prepared Meat, Poultry, Seafood • Dairy/Beverage • Fruits & Vegetables • Bakery Products • Snacks, Appetizers & Sidedishes	<b>Top 150 Processors</b>  SPONSORSHIPS AVAILABLE	<b>V.P. of Operations Roundtable Issue</b>  SPONSORSHIPS AVAILABLE	 <p><b>STATE OF THE INDUSTRY</b></p> <p><b>2009 NORTH AMERICAN WAREHOUSE GUIDE &amp; SUPPLIER SHOWCASE</b></p> <p><b>2010 ANNUAL BUYERS GUIDE</b></p>	Corporate Profile of Refrigerated AND Frozen Foods Processor	Corporate Profile of Refrigerated AND Frozen Foods Processor	Corporate Profile of Refrigerated AND Frozen Foods Processor	<b>Processor of the Year</b> 	<b>Ones to Watch</b> 	 CATEGORY SPONSORSHIPS AVAILABLE	Corporate Profile of Refrigerated AND Frozen Foods Processor
<b>Profiles of Leading Processors' Operations</b>	Leading Refrigerated AND Leading Frozen Processors' Plant Profiles							Leading Refrigerated AND Leading Frozen Processors Plant Profiled	Leading Refrigerated AND Leading Frozen Processors Plant Profiled	Leading Refrigerated AND Leading Frozen Processors Plant Profiled			Leading Refrigerated AND Leading Frozen Processors Plant Profiled
<b>Processing Equipment</b>	Freezing Equipment	Pizza Processing Equipment	Supplier Roundtable	Coating Equipment	Sustainability Report <b>NEW</b>			Filling & Depositing	Conveyors & Belting	Conveyors & Belting	Cooking Equipment	Cutting & Slicing Equipment	Sustainability Report <b>NEW</b>
<b>Packaging &amp; Packaging Equipment</b>	Steam Packaging Options	Sustainability Report <b>NEW</b>	Deli Packaging Innovations	Reclosable Packaging Equipment Review	"Green" Packaging			Microwave Packaging Improvements	Flexible Packaging	Flexible Packaging	"To-Go" Packaging	Hygienic Packaging Equipment	Refrigerated Food Packaging
<b>Refrigerated Food Safety</b> <b>NEW</b>	Solutions for the Industry	Solutions for the Industry	Solutions for the Industry	Solutions for the Industry	Solutions for the Industry			Solutions for the Industry	Solutions for the Industry	Solutions for the Industry	Solutions for the Industry	Solutions for the Industry	Solutions for the Industry
<b>Logistics</b>	Network Optimization	Warehouse Design & Build	Lift Truck Update	Door & Panel Improvement	Refrigeration Controls			Refrigerated Transportation Strategies	In-Transit Monitoring Equipment	In-Transit Monitoring Equipment	Warehouse Automation	Automatic Storage & Retrieval	Racking System Options
<b>IT in the Food Industry</b>													
<b>Environmental Solutions</b> <b>NEW</b>	Food Processing Environmental Council Forum	Product Traceability	FPEC Forum	Monitoring Productivity	FPEC Forum		<b>Consumer Channels</b> • Foodservice • Retail Grocery • Club Store, Mass Merchandiser • Deli / Bakery • Convenience Store, Vending	Enterprise Resource Planning	FPEC Forum	FPEC Forum	Background Checks for Employment	FPEC Forum	Software to Improve Production
<b>Product Development</b>	Ingredients for Ethnic Cuisine: Hispanic	Functional Foods	Flavor Trends	Formulating with Local Ingredients	Ingredients for Ethnic Cuisine: Asian		<b>Critical Functions</b> • Product Development • Logistics • Operations • Facility Design • Packaging	Formulating for the Microwave	Clean Label Formulation	Clean Label Formulation	Ingredient Supplier Roundtable	Flavor Trends	Spice / Seasoning Trends
<b>Suppliers Marketplace</b>	Freezing Gases	Condensors & Evaporators	Refrigeration & Freezing Equipment	Lift Trucks	Insulated Doors & Panels			Cutting & Slicing Equipment	Cooking Equipment	Cooking Equipment	Conveyors & Belting	Packaging Equipment	Temperature Recorders & Data Loggers
<b>Bonus Distribution</b>	<ul style="list-style-type: none"> <li>International Poultry Exhibition</li> <li>Northwest Food Processors Convention</li> </ul>	<ul style="list-style-type: none"> <li>AFFI-Con</li> <li>RFA</li> </ul>	<ul style="list-style-type: none"> <li>IIAR</li> </ul>	<ul style="list-style-type: none"> <li>Food Safety Summit</li> <li>FMI</li> <li>IARW</li> </ul>	<ul style="list-style-type: none"> <li>IFT</li> <li>NRA</li> <li>AFFI Distribution Conference</li> <li>IARW</li> </ul>		<ul style="list-style-type: none"> <li>Logistics Leadership Awards</li> <li>Executive Interviews</li> <li>Warehouse Guide</li> <li>Carrier Guide</li> <li>Industry Calendar</li> <li>Association Listings</li> </ul>	<ul style="list-style-type: none"> <li>National Frozen Pizza Institute's Annual Convention</li> </ul>	<ul style="list-style-type: none"> <li>AMI/Worldwide Food Expo</li> <li>Pack Expo/Process Expo</li> </ul>	<ul style="list-style-type: none"> <li>Association Listings</li> <li>Industry Calendar</li> <li>Product Listings</li> <li>Supplier Listings</li> </ul>			
<b>Advertiser Perks</b>	BUY ONE AD, GET ONE FREE FOR ALL 1/2-PAGE OR LARGER ADS IN JANUARY ISSUE	FREE TILE AD ON refrigeratedfrozenfood.com FOR 1/2-PAGE OR LARGER ADS IN FEBRUARY ISSUE	FREE LEAD ADVANTAGE FOR 1/2-PAGE OR LARGER ADS IN MARCH ISSUE	FREE AD IN DIGITAL PRE-IFT SHOW ISSUE FOR ALL MAY ADVERTISERS	FREE ONLINE SUPPLIER VIDEOS FOR 1/2-PAGE OR LARGER ADS IN MAY ISSUE	FREE BANNER AD ON refrigeratedfrozenfood.com WITH FULL-PAGE AD IN JUNE ISSUE	AD READERSHIP SURVEY FOR ALL 1/2-PAGE OR LARGER ADS IN JULY ISSUE	AD READERSHIP SURVEY FOR ALL 1/2-PAGE OR LARGER ADS	FREE DIRECT MAIL LIST RENTAL (UP TO 1,000 NAMES) FOR 1/2-PAGE OR LARGER ADS IN AUGUST ISSUE	FREE AD IN DIGITAL PRE-WORLDWIDE FOOD EXPO ISSUE FOR 1/2-PAGE OR LARGER ADS IN SEPTEMBER ISSUE	WEBSITE PROFILE FOR ALL 1/2-PAGE OR LARGER ADS IN OCTOBER ISSUE	FREE ONLINE DIRECTORY LISTING	FREE BANNER AD ON 4 EDITIONS OF CONVENIENCE FOODS INSIDER E-NEWSLETTER FOR 1/2-PAGE OR LARGER ADS IN DECEMBER ISSUE

**NEW!**

**FREE SALES LEAD**

**FREE SALES LEAD**

**EXCLUSIVE RESEARCH**

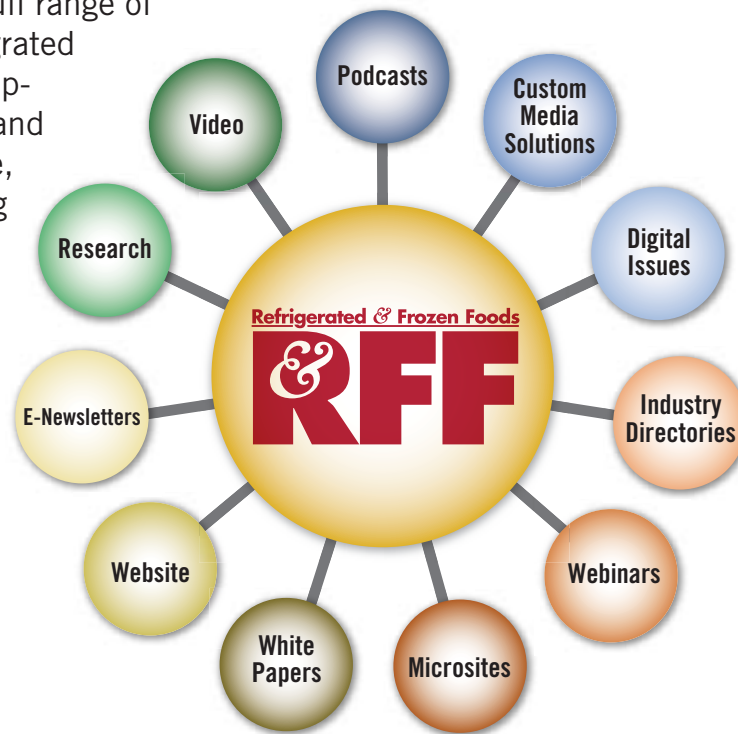
**EXCLUSIVE RESEARCH**

**PACK EXPO PRE-SHOW PLANNER CALL FOR DETAILS**

# Integrated Marketing Services

The 2009 Integrated Media Planner includes a full range of solutions from brand-building advertising to integrated direct response e-media programs and relationship-building face-to-face events. Our editorial, sales and e-media teams offer you expertise and experience, develop custom programs to reach your marketing goals, enhance new product initiatives and help ensure results.

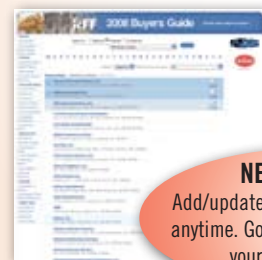
Visit [www.refrigeratedfrozenfood.com](http://www.refrigeratedfrozenfood.com) for an expanded online integrated media planner with additional information about our print and electronic media services.



## Industry Directories

**Buyers Guide, November 2009. Close: October 12**

List your company for yearlong exposure to your audience in print and online. Attract buyers to your company with



advertising and enhancements to suit every budget including new online options like video and even R.F.P. sales leads.

**NEW for 2009!**

Add/update/edit your listing online, anytime. Go to our website to set up your account access.

## e-Newsletter

R&FF's e-newsletter, **Convenience Foods Insider**, provides complete market coverage and offers unique industry analysis and hard-to-get industry trend information.



e-Newsletter ads can generate sales leads, promote new products or drive traffic to your websites. Place a banner, tile, contextual, or skyscraper ad, White Paper and video.

Consider a custom e-newsletter with unique content targeted to your customer base.

## Website

**Online & Digital Resources at [refrigeratedfrozenfood.com](http://refrigeratedfrozenfood.com)**

We offer you a wealth of opportunity to build your brand and grow your business. Drive traffic to your site and generate sales leads by placing your advertising message on [refrigeratedfrozenfood.com](http://refrigeratedfrozenfood.com).

You'll receive optimum exposure, accountability and a wide array of promotional options to fit your strategy and budget. Generate leads and gain exposure by utilizing these website opportunities:

- Banners
- Tiles
- Skyscraper Ads
- Sponsored Links
- Videos
- Podcasts
- White Papers
- Webinars
- Microsites
- Customized Digital Magazines



## Custom Media Solutions



### The BNP Custom Media Advantage

BNP Custom Media develops unique, innovative, tailored custom media programs to meet your marketing needs while you build the relationships that will carry your business forward.

• **Access to the market:** BNP Custom Media combines the power of 21 media brands and an incomparable vertical market readership. You'll have access to our extensive subscriber base of 238,785\* industry professionals. This gives you direct, focused access to your clients.

• **Editorial & Content Expertise:** Our award-winning editorial staff combines years of industry experience to offer you an exclusive resource to our customers which can help shape the success of your project.

• **Media Resources & Capabilities:** From compelling graphics to cutting-edge online opportunities, we can develop e-media components to accompany all of your custom media projects.

- B2B/B2C Magazines
- Trade Editorial
- Microsites
- e-Newsletters
- Advertising Supplements
- Webcasts/Online Content/Video

### Contact

Steve Beyer • (630) 699-7625 • [beyers@bnpmedia.com](mailto:beyers@bnpmedia.com)

\*Source: BNP food, beverage and packaging unduplicated circulation, August 2008.

## Research

Searching for ways to better position your company in the market? Seeking new ideas on how to improve product acceptance? Venturing into new markets and not sure which path to take? Get vital data you need with Clear Seas Research.



Dedicated to providing results-oriented market research and insightful analyses with a focus on understanding your business.

**Contact** Sarah Corp (248) 786-1625  
[corps@clearseasresearch.com](mailto:corps@clearseasresearch.com)

## Webinars

### Educate Professionals in Your Industry and Generate Leads with Webinars

If you have not yet employed Webinars in your advertising efforts, you are missing out on an opportunity to target qualified audiences. Not sure where to start? Let the experts at *Refrigerated & Frozen Foods* help you. Staff experts will take care of all the promotion, registration and Webinar management. You will build brand awareness, become an educational leader and receive the lead database of all registrants. Contact your sales rep today to get started.

## Digital Edition

Sponsor a Digital Edition or let us create a customized digital magazine for you. Digital issues feature interactive capabilities with live links to your web pages and email addresses. You can also link to streaming audio or video presentations of your products and services. Contact your sales rep today to explore the expansive capabilities of this online service.

## Comprehensive Industry Exposure

Our diverse and expansive portfolio of food, beverage and packaging magazines gives you an unmatched resource to reach decision-makers in all areas of these industries. Consider these other BNP Media publications as part of your advertising opportunities:

- Beverage Industry
- Brand Packaging
- Candy Industry
- Confection & Snack Retailing
- Contract Manufacturing & Packaging
- Dairy Foods
- Flexible Packaging
- Food & Beverage Packaging
- Food Engineering
- Food Master
- Independent Provisioner
- Industria Alimenticia
- Meat & Deli Retailer
- The National Provisioner
- Prepared Foods
- Private Label Buyer
- Refrigerated & Frozen Foods
- Refrigerated & Frozen Foods Retailer
- Snack Food & Wholesale Bakery

# 2009 Advertising Rates & Specifications

Refrigerated & Frozen Foods



B/W PRINT RATES	1x	3x	6x	12x	18x
Full page	\$ 5050	\$ 4770	\$ 4520	\$ 4110	\$ 3830
2/3 page	3690	3490	3320	2980	2770
1/2 page (island)	3410	3220	2990	2670	2380
1/2 page	2880	2700	2540	2290	2140
1/3 page	2140	1980	1820	1620	1500
1/4 page	1640	1530	1420	1230	1160
Cover 2*		6870	6650	6370	
Cover 3*		6760	6520	6280	
Cover 4*		7010	6750	6540	

\*Includes Bleed and Color

## Color Rates

### 4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page	\$1670
Per Spread	\$2820
Per 1/2 page	\$1120

### Special Color

Additional charge for any special color and black.

Per Page	\$1390
Per Spread	\$2580
Per 1/2 page	\$1030

## 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

## Mechanical Information

Trim Size	8" X 10-3/4"	Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.
Printing		Body forms and covers heat-set web offset.
Binding		Saddle-stitched. Jogs to head.

## Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	7" x 10"	Full Page	8-1/4" x 11"
2/3 Page	4-1/2" x 10"	2/3 Page	5-3/16" x 11"
1/2 Page (vert.)	3-3/8" x 10"	1/2 Page (vert.)	4" x 11"
1/2 Page (horiz.)	7" x 4-7/8"	1/2 Page (horiz.)	8-1/4" x 5-3/8"
1/2 Page (island)	4-1/2" x 7-1/2"		
1/3 Page (vert.)	2-1/4" x 10"	Spread Bleed	16-1/4" x 11"
1/3 Page (square)	4-1/2" x 4-7/8"		
1/3 Page (horiz.)	7" x 3-3/8"		
1/4 Page (square)	3-3/8" x 4-7/8"		
1/4 Page (horiz.)	7" x 2-3/8"		

Above sizes allow for 1/8" bleed on all sides.

## Production Information

SWOP Specifications Apply.

- Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.
- Ad Materials:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 dpi. Advertisers must provide a go-by for identification purposes.
- Certified Color Press Proof:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for

identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

- Production Charges:** Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.
- Material Storage:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.
- Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.
- Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.
- Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.
- Issue and Closing Dates:** Issues are published 12 times a year. See editorial calendar for closing dates.

## REFRIGERATEDFROZENFOOD.COM WEB RATES & SPECS

	1x	3x	6x	12x
Banner Ad	\$ 1200	\$ 1000	\$ 850	\$ 700
Tile Ad	900	750	600	450
Sponsor Button	800	650	500	400
Skyscraper Ad	1000	900	800	700
Article Sponsorship Ad	950	800	650	500

## Website Specs

Web Specs:	Banner Ad	468 x 60 pixels
	Tile Ad	125 x 125 pixels
	Sponsor Button	120 x 60 pixels
	Skyscraper Ad	120 x 240 pixels
	Article Sponsorship Ad	300 x 250 pixels
File Size:	20K or less (JPG or GIF file); 30K or less (SWF file)	
Colors:	256 colors or less	
Resolution:	72 DPI	
File Formats:	JPG, GIF (static or animated) SWF (Adobe Flash must include .FLA file)	
	Animation within ad unit: 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation	

For additional website advertising options, as well as webinar, e-newsletter, video, podcast, and digital issue information, please contact your sales rep or visit the online media kit section at [www.refrigeratedfrozenfood.com](http://www.refrigeratedfrozenfood.com).

Ship Materials, Insert Samples, Insertion Orders, etc. to:  
BNP Media, 155 N Pfcngsten Road, Suite 205, Deerfield, IL 60015  
Attn: Rose Weiss, E: [weissr@bnpmedia.com](mailto:weissr@bnpmedia.com), P: 847-405-4021

## Advertising Contacts

**Jeff Plaster**  
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Classified Sales Manager  
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**Jeff Cummings**  
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BNP Media helps people succeed in business with superior information.