

Snack Food & Wholesale Bakery 2008 Advertising Rates & Specifications

**SNACK FOOD & WHOLESALE
BAKERY.**

B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 4100	\$ 3970	\$ 3680	\$ 3390	\$ 3200	\$ 2880
2/3 page	3050	2765	2630	2475	2320	2080
Junior page	3725	3575	3340	3070	2910	2610
1/2 page	2475	2330	2165	2070	1830	1630
1/3 page	1685	1610	1520	1455	1360	1215
1/4 page	1290	1215	1155	1100	1040	925
Cover 2*		6050	5750	5440		
Cover 3*		5900	5585	5270		
Cover 4*		6385	6065	5750		

*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 2700	\$ 2600

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	\$ 1600
Per Spread.....	\$ 2700
Per 1/2 page	\$ 1090

Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page	\$ 690
Per Spread	\$ 1080
Per 1/2 page.....	\$ 610

Special Color

Rate is for any special color and black.

Per Page	\$ 1070
Per Spread	\$ 1830
Per 1/2 page	\$ 920

Metallic Color

Rate is for simulated metallic colors.

Per Page	\$ 1330
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Insert Rates

Contact Publisher for more Information.

Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x+	12x
Per Inch	\$ 135	\$ 120	\$ 105	\$ 95

All classified ads are payable with copy and are non-commissionable.

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.

The following must accompany any ad sent electronically or on disk:

• Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. 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.

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

BNP Media
Snack Food & Wholesale Bakery
Production Manager
155 Pfingsten Road, Suite 205
Deerfield, IL 60015

Mechanical Information

Trim Size	8-7/8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Body 40 lb Coated Stock. Cover 80 lb Coated Stock

Advertising Space Sizes

NON-BLEED (width x depth)	INCHES	BLEED (width x depth)	INCHES
Full Page	7-3/4" x 10"	Full Page Bleed	9-1/8" x 11"
Junior Page	5" x 7-1/2"		
2/3 Page	5" x 10"	2/3 Page Bleed	5-3/4" x 11"
1/2 Page (vert.)	3-3/4" x 10"	1/2 Page (vert.) Bleed	4-1/2" x 11"
1/2 Page (horiz.)	7-3/4" x 4-7/8"	1/2 Page (horiz.) Bleed	9-1/8" x 5-3/8"
1/3 Page (vert.)	2-1/2" x 10"		
1/3 Page (square)	5" x 4-7/8"	Spread Bleed	18" x 11"
1/4 Page (square)	3-3/4" x 4-7/8"	Above sizes allow for 1/8" bleed on all sides.	

Trim size is 8-7/8" X 10-3/4". Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.