

2012 Digital rate card

SNACK FOOD & WHOLESALE
BAKERY
WWW.SNACKANDBAKERY.COM

skyscraper ads

digital edition

PODCASTS

Ad within a feature

BANNER ADS

blog sponsorships

Rich Media

CUSTOM eNEWSLETTERS

twitter

webinars

ONLINE DIRECTORY AND SOURCE GUIDE

eNewsletters

sponsor buttons

videos

facebook

VIRTUAL EVENTS

| AD TYPE | AD SIZE | NET MONTHLY | | |
|--------------------------------------|---|---|------------|-------------|
| Website - www.snackandbakery.com | | 1-3 MONTHS | 4-6 MONTHS | 7-12 MONTHS |
| Horizontal Banner | 468 x 60 pixels | \$1,940 | \$1,320 | \$1,210 |
| Vertical Banner | 120 x 240 pixels | \$1,034 | \$1,140 | \$825 |
| Expandable Banner | 468 x 60 pixels (expands to 468 x 400 pixels) | \$2,160 | \$2,380 | \$1,540 |
| Skyscraper | 120 x 600 pixels | \$1,760 | \$1,940 | \$1,375 |
| Expandable Skyscraper | 120 x 600 pixels (expands to 300 x 600 pixels) | \$2,160 | \$2,380 | \$1,540 |
| Tile | 125 x 125 pixels | \$935 | \$1,030 | \$660 |
| Page Peel | 150 x 150 pixels (expands to 600 x 600 pixels) | \$2,160 | \$2,380 | \$1,650 |
| Video | 140 x 100, 15 words, link | \$1,100 | \$1,210 | \$770 |
| Operations Weekly eNewsletter | | Ad close/materials due one week prior to issue | | |
| Wide Skyscraper | 160 x 600 pixels | \$1,940 | \$1,450 | \$1,210 |
| Vertical Rectangle | 240 x 400 pixels | \$1,755 | \$1,265 | \$1,045 |
| Medium Rectangle | 300 x 250 pixels | \$1,450 | \$1,100 | \$935 |
| Horizontal Banner | 468 x 60 pixels | \$1,210 | \$935 | \$660 |
| Advertising Video | 275 x 250 pixels | \$1,210 | \$935 | \$770 |
| Contextual Ad | Copy and Link | \$570 | | |
| Custom eNewsletter | Consult Publisher for rates | | | |
| Webinar | Single Sponsor or Multi Sponsor, consult Publisher for rates | | | |
| Digital Edition Sponsorships | Consult Publisher for rates and options | | | |

| Online Buyer's Guide | Annual Net Cost |
|----------------------|-----------------|
| Premium Plus Package | \$2,010 |
| Premium Package | \$1,585 |
| Package #2 | \$1,120 |
| Package #1 | \$280 |

ADVERTISING CONTACTS

PLEASE CONSULT YOUR SNACK FOOD & WHOLESALE BAKERY REPRESENTATIVE FOR ADDITIONAL PRICING ON OTHER DIGITAL PRODUCTS.

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