

SNACK FOOD & WHOLESALE BAKERY

The Preferred Source for Snack Producers and Bakers
WWW.SNACKANDBAKERY.COM



2013 HIGHLIGHTS

- Magazine Redesign January 2013
- IBIE Show Package
- 22 New Editorial Topics
- Future Foodie
- New Online Opportunities



2013 Integrated Media Planner

PRINT | DIGITAL EDITION | WEBSITE | CUSTOM MEDIA | WEEKLY eNEWSLETTER | WEBINARS | VIDEO | eBLASTS | AND MORE!

Snack Food & Wholesale Bakery has the largest audited circulation serving the volume bakery, baked snack and snack food producers, which means we reach more of your customers than any other snack and bakery magazine and provide the most effective ad environment for your brand message. Reach the key decision makers important to your company every month!

The Leader in BPA Qualified Total Circulation*
SF&WB 14,000
Baking & Snack 11,565

The Leader for General Management Audience*
SF&WB 7,489
Baking & Snack 5,991

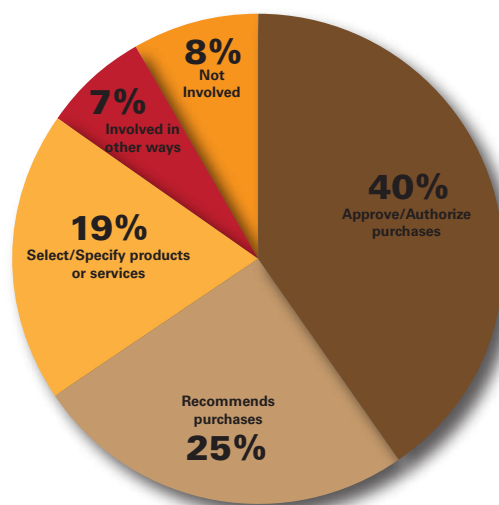
The Leader for Product Development Audience*¹
SF&WB 3,545
Baking & Snack 2,497

The Leader for Operations Audience*
SF&WB 2,966
Baking & Snack 2,824

*Dec. 2012 Brand Report; SF&WB TQ 14,000 (11,476 Print + 2,524 Digital), B&S TQ 11,565

¹SF&WB includes Product Development and Sales and Marketing; B&S includes Technical/R & D/Quality Control and Purchasing/Marketing.

Snack Food & Wholesale Bakery Readers Purchase Involvement²



Delivering the Information Snack and Bakery Decision Makers Want²

MOST VALUABLE TOPICS FOR READERS	
Consumer Trends	91%
Regulatory Issues	87%
Food Safety	85%
New Equipment Technologies	85%
Product Information	84%
New Ingredient Research	80%
Packaging Equipment	63%
Sustainability/Resource Management	62%

Actions Readers Took As a Result of Reviewing Advertisement in Snack Food & Wholesale Bakery²

Saved for Future Reference	64%
Passed along to someone else	54%
Visited advertiser's website	51%
Requested additional information directly from company/sales representative	44%
Sought out more information via an internet search	43%
Discussed with someone else	37%
Investigated competitive offerings	26%
Purchased products or services advertised	18%
Recommended the purchase of services advertised	16%

² Snack Food & Wholesale Bakery Reader/Subscriber Study May 2011



Jim Munyon; president, AIB International — Food Safety

James Munyon is president and CEO of AIB International, located in Manhattan, Kan. AIB International is a research and training facility for the baking industry and a leading audit

and inspection service to the food industry both in North America and internationally. Before he joined AIB, Jim was president of the J.R. Simplot Co. and vice president and general manager of one of Nestlé's Food Divisions.



Sylvia Melendez-Klinger; founder of Hispanic Food Communications and member of the GFF Scientific Advisory Board — Ethnic Products and Demographics, Ingredients, Grains

Sylvia Meléndez Klinger, a registered dietitian and

certified personal trainer, created Hispanic Food Communications, a food communications and culinary consulting firm based in Hinsdale, Ill. Sylvia uses her in-depth culinary and cultural expertise to introduce new strategies for wellness to an increasingly health-conscious Hispanic population. Sylvia is also a member of the Grain Foods Foundation advisory board.



Shelley Case, author of "Gluten-Free Diet: A Comprehensive Resource Guide," member of the Grain Foods Foundation Scientific Board — Gluten-Free, Celiac Issues

Shelley Case, a celiac nutrition expert on celiac disease and author, is a member of the

Medical Advisory Boards of the Celiac Disease Foundation and the Gluten Intolerance Group in the United States and Professional Advisory Board of the Canadian Celiac Association. She is also on the board of advisers at *Living Without* magazine. A registered dietitian, Shelley is a frequent guest on television and radio and has delivered numerous lectures at food industry conferences.



Gale Prince — founder and president of SAGE Food Safety Consultants, LLC

Author Gale Prince is founder and president of SAGE Food Safety Consultants, LLC, Cincinnati, which offers guidance and generates

solutions on issues such as crisis management, food safety, regulatory compliance, quality assurance. Prince brings more than 40 years of food industry experience to the table, starting in 1967 at the Jewel Companies until his retirement from The Kroger Co. as director of corporate regulatory affairs. He is widely known for his involvements in industry and regulatory activities and in addressing global food safety issues.



Judi Adams, president, The Wheat Foods Council, Contributing Columnist, *Snack Food & Wholesale Bakery*

Judi Adams has more than 30 years of nutrition education experience, ranging from assistant professor at North

Dakota State University to nutrition positions at the ND Wheat Commission and National Sunflower Association. She owned her own nutrition and marketing company, is president of the Wheat Foods Council and was president of the Grain Foods Foundation for eight years.



Robb Mackie; president/CEO ABA — Regulatory Issues

Robb MacKie, president and CEO of the American Bakers Association (ABA), is the chief advocate and spokesperson for the \$102-billion wholesale baking industry. A leader in the

Washington business community, he serves as a board member of the Business Industry Political Action Committee (BIPAC); is a member of the Chamber of Commerce's Committee of 100; and participates on the Kansas State University's Grain Science Advisory Committee.

Snack Food & Wholesale Bakery offers comprehensive coverage of new products, emerging trends and developments in ingredients and production technology from bakers and snack producers throughout North America. Build your company or product brand awareness in this must-read editorial content!

New Products:

We put our finger on the pulse of the latest new products set to hit store shelves. Product descriptions, detailed overviews, colorful images make this section the best-read department in the magazine.

Ingredient Technology:

We explore how bakers and snack producers are using the latest advances in ingredient technology to fulfill consumers' requirements of wholesome products that taste great and provide health benefits for the heart, mind and body as a whole.

Market Trends:

We define new opportunities through analysis of market trend categories such as variety breads, snack bars, organic products, tortillas and more.

Production Technology:

We highlight how advances in production technology such as programmable logic controls, self-cleaning systems and versatile equipment can increase capacity, reduce downtime and improve overall efficiency from ingredient handling and storage to packaging and distribution.

SPECIAL ISSUES:

February - Snack Manufacturer of the Year

This annual award honors a leading snack manufacturer for its ability to launch a host of new snack items, all while staying on trend. Get the latest information on new products. Also SNAXPO Pre-Show Issue.



April & August - Tortilla Trends Supplement

Readers will discover how tortilla producers are broadening their product portfolios to diversify into an array of ethnic flatbreads. Get the latest from the Tortilla Industry Association (TIA) and an exclusive preview to TIA's spring convention.



June & July - Annual State of the Industry Reports

These annual reports include: category product leader updates, category trends, consumer purchase trends, and much more! This is the snack and baking industry's most extensive report covering trends and analysis to product performance and how it all affects the bottom line! A year-round reference tool for producers.



August - IBIE 2013 Pre-Show Planner

Take a look at some of the many plans for the International Baking Industry Exposition (IBIE), Oct. 6-9, at the Las Vegas Convention Center in Las Vegas.



September - Baker of the Year

This annual award honors a leading baker for its ability to introduce a team of new baked products, while meeting today's trends.



SNACK FOOD & WHOLESALE BAKERY

Redesign in Jan.

	January Closes Dec. 11	February Closes Jan. 18	March Closes Feb. 15	April Closes Mar. 15	May Closes Apr. 16	
Cover Story And Features	Bakery Feature	Snack Mfr. of the Year	Bakery Feature Story	Snack Producer Innovation Centers	Bakery Feature	
Market Trends	Donuts/Muffins	Bars	Sweet & Savory Snacks	Bagels, Buns & Rolls	Pizza/Flatbreads	
Special Reports	Packaging Innovation	Ethnic Marketing	Food Safety	Tortilla Trends Tortilla Mfr Feature Story	Foodservice Trends	
INGREDIENTS / R&D	Health & Wellness	Super Fruits	Vitamins & Minerals	Sugar Reduction	Low Sodium	Childhood Obesity
	Ingredient Technology	Inclusions	Enzymes	Gums/Starches	Pre-Mixes	Fruits/Nuts
	Industry Experts - Ingredients		Gluten-Free	Ethnic Influence		
PROCESSING/EQUIPMENT	Processing	Belts & Conveyors	Oven Energy Reduction	Mixing Technology	Reducing Changeover Cycle Times	Depositors Dividers Rounders
	Packaging		Secondary Packaging			Bag Closure Systems
	Warehouse/Distribution		Logistics Software		Managing Co-Packing Process	
Industry Experts - The Issues	Sustainability		Robb MacKie, CEO, ABA			
Food Safety	Gale Prince	Jim Munyon, AIB		Gale Prince	Jim Munyon, AIB	
Future Foodie Food Science And Engineering Student		Future Foodie			Future Foodie	
Pre-Show Coverage/ Bonus Distribution		 Snaxpo - Mar. 16-19 ASB - Mar. 3-6	 Food Safety Summit 4/30-5/2	 TIA Expo May 10-11	 IFT July 13-16	
Special Advertiser Offers Value-added for 1/2 page or larger Advertisers	Buy One Ad, Get One Free	Corporate Profile Snaxpo Video (For Exhibitors)	Lead Advantage	TIA Booth Profile	IFT Booth Profile	



BAKERY

- Bread
- Buns
- Muffins
- Bagels
- Sweet Goods
- Cookies
- Tortilla
- Snack Cakes
- Pies
- Bars
- Frozen Pizza
- Frozen Baked Goods

STATE OF THE INDUSTRY

July Closes June 14	August Closes July 19	August Closes July 19	September Closes Aug. 16	October Closes Sept. 16	November Closes Oct. 17	December Closes Nov. 14	
	Snack Producer		Wholesale Bakery of the Year		Bakery Feature	Bakery Feature	
SNACK <ul style="list-style-type: none"> • Potato Chips • Tortilla Chips • Crisps • Pretzels • Nuts/Trail Mix • Jerky • Meat Snacks • Popcorn • Pork Rinds • Crackers 	Portion Control	 IBIE INTERNATIONAL BAKING INDUSTRY EXPOSITION IBIE Pre-Show Planner IBIE PRE-SHOW PLANNER	Ethnic Flavors	2014 BUYER'S GUIDE	Cookies/Crackers	Chips	
	Tortilla Trends		Breakfast Foods Update		Top 50 Bakers and Snack Producers	Sustainability	
	Digestive Health/Fiber Fortification		Whole Grains/Ancient Grains		Omegas/Antioxidants	Heart Healthy	INGREDIENTS / R&D
	Cocoa/Chocolate		Flavors & Colors		Sweeteners	Fats & Oils	
	Gluten-Free		Ethnic Influence		Gluten-Free	Ethnic Influence	PROCESSING/EQUIPMENT
	Robotics Automation		Proofers Ovens Fryers		New Technology for Niche Production	Laminators/Sheeters	
	Horizontal Packaging		Packaging Materials		Form, Fill, Seal		
	Cold Storage		Fleet Mgmt		Inspection/Detection		
	Robb MacKie, CEO, ABA		Sustainability			Robb MacKie, CEO, ABA	
	Gale Prince		Jim Munyon AIB			Gale Prince	Gale Prince
	Future Foodie		Future Foodie				
 PACK EXPO - Sept. 23-25	 best in baking becoming environmentally sustainable together	 IBIE - Oct. 6-9 PROCESS EXPO - Nov. 3-6 	IBIE Booth Profile Process Expo Booth Profile Lead Advantage	Enhanced Print and Online Listing	Advertiser Tabs In Digital Issue		

STATE OF THE INDUSTRY

snackandbakery.com Home Page

GRAPHICAL DISPLAY ADVERTISING

1. LEADERBOARD (728 x 90 pixels)
 - a. Run-of-site (R.O.S)
 - b. IAB standard ad unit' >> Monthly Rotating (1 of 3)
2. MEDIUM RECTANGLE (300 x 250 pixels)
 - a. Run-of-site (R.O.S)
 - b. IAB standard ad unit' >> Monthly Rotating (1 of 3)
3. RECTANGLE (2 Adjacent Spots) (180 x 150 pixels)
 - a. Home page only
 - b. Rotation Available
4. RICH MEDIA* (not shown)
 - a. Expandable Leaderboard R.O.S)
 - b. Floating Ad (home page only)
 - c. Page Peel Ad (home page only)

*All ads are sold on a rotating bases.

ADDITIONAL ADVERTISING OPPORTUNITIES

5. FEATURED PRODUCTS
 - a. Three on home-page at any given time
 - b. Prioritized by Feature Products then by date
 - c. Shows product name, teaser, and photo
6. SUPPLIED VIDEOS
 - a. Thumbnails
 - b. R.O.S.
7. PHOTO GALLERY (R.O.S.)
8. MULTIMEDIA

Use for e-cards, showrooms, promotions, etc.
9. CLASSIFIEDS
 - a. Three on home-page at any given time
 - b. Includes post date, category, headline, company name, location, photo, and description



1 - Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.

*Rich Media ads in current flash formats are not iphone/ipad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom html 5 animated version. Additional charge would apply for html 5 design.

BPA-AUDITED WEBSITE TRAFFIC

Traffic on WWW.SNACKANDBAKERY.COM is independently filtered, audited and reported by BPA Worldwide. Search engines like Google generate enormous amounts of non-human website traffic. Many "spiders" and "robots" are counted as traffic – but they can't click on your ads or buy your products and services. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009 and filters out all non-human traffic from reports. *Snack Food & Wholesale Bakery* now provides a convenient, reliable online system that media decision makers can log on to and get near real-time detailed and accurate web traffic reports.



Exclusivity for Your Message:

The Weekly Mix is the only weekly eNewsletter produced for the volume baker and snack food manufacturers. Offering updates and relevant news in a timely and easy-to-read format, our newsletter offers details on R&D/ingredient formulation, plant activity, new products and operations, while driving traffic to your website and generating highly qualified sales leads.

Delivery & Total Audience: Sent to more than 6,200* subscribers in operations, production and engineering. The number of opt-in subscribers is increasing every year!

*Publisher's Own Data from Hallmark Powered by Exact Target, April 2012

eNewsletter Ad Opportunities	
Wide Skyscraper	160 x 600 pixels
Medium Rectangle	300 x 250 pixels
Horizontal Banner	468 x 60 pixels
Contextual Ads	Copy and Link

Readers rate trade magazines and eNewsletters as the highest preferred sources of industry news and trends¹

¹Snack Food & Wholesale Bakery Reader/Subscriber Study May 2011

Horizontal Banners
468 x 60

Contextual Ads

The Weekly Mix
Volume VI, Issue 31, August 1, 2012

Top Story
Bunge North America opens culinary center in Illinois
The North American operating arm of Bunge Ltd. expands its Ingredient Innovation Center in Bradley, IL, to include a full-service culinary center. The facility includes an industrial kitchen and a corporate dining room with extensive video capabilities. [more»](#)

IN OTHER NEWS

Reading Bakery Systems names Pociwicius engineering manager for Eastern Europe
The Robesonia, Pa.-based manufacturer of baking and process systems welcomes Joseph Pociwicius as engineering project manager for Eastern Europe. [more»](#)

Hostess launches new wheat versions of Wonder Bread
With more Americans looking to incorporate healthier, satisfying foods into their diets, Hostess Brands, Irving, Texas, debuts Wonder 100% Whole Wheat, Honey Wheat and Wheat Sandwich varieties of bread that are baked without artificial colors, flavors or preservatives. [more»](#)

Ready-to-eat foods market to surge 7.5%
Packaged Facts reports that prepared foods and ready-to-eat foods are enjoying major gains at retail, especially in supermarkets, and such items will reach sales of nearly \$32.5 billion this year, up 7.5% from 2011. [more»](#)

Remembering Joe Schwebel, Schwebel Baking Co.
Joe Schwebel, president of Schwebel Baking Co., Youngstown, Ohio, died on July 23 at 73. Schwebel was one of nine Schwebel family members who continued to work for the family business daily. [more»](#)

New Products

Ruffles Ultimate Potato Chips
Company: Frito-Lay North America Inc., a division of PepsiCo, Plano, Texas
Website: www.frito.com
Introduced: May
Distribution: National
Suggested Retail: \$1.09 for a 1.875-oz. bag, \$1.49 for a 2.5-oz. bag, \$4.29 for a 8-oz. bag
Product Snapshot: Designed with men in mind, Ruffles Ultimate Potato Chips feature ridges twice the size and depth of those of its original Ruffles Potato Chips, making them [more»](#)

Ingredient News

Klüber Lubrication names Porter and Bryant market managers
The Londonkerry, N.H. manufacturer of specialty lubricants appoints Toby Porter food market manager and Ben Bryant marine market manager. The appointments represent an effort to strengthen Klüber's support of the food/beverage and marine businesses. [more»](#)

Packaging News

Harpak-ULMA Packaging names Hyde southeast regional manager
Harpak-ULMA Packaging, a Taunton, Mass., builder of packaging machinery including skin-pack equipment and flowrappers, appoints Mark Hyde southeast regional manager. [more»](#)

Resources

Arizona Instruments' analyzers
Moisture analysis is made simple with Computrac RAPID loss-on-drying moisture/solids/ash analyzers. Computrac feature 21 CFR Part 11 compliance, a cool-down fan, four decimal place balance, nitrogen purging, USB and a web server. [Click here for more information](#)

The Snack Food and Bakery Store
Bakery Food Manufacture and Quality: Water Control and Effects, 2nd Edition—\$21.00
This highly practical volume describes the role and control of water in the formation of cake batters, bread, pastry and biscuit doughs, their subsequent processing and the baked product. The revised second edition has been expanded with new information and references related to the formation and processing of batters and dough into baked products.
[Follow this link to learn more or to purchase this item.](#)
Visit the [The Snack Food and Bakery Store](#) to view more reports and other resources.

Snack Food & Wholesale Bakery's Buyer's Guide
Our annual Buyer's Guide, a searchable database, makes it easier and more effective for buyers to find you and for your marketing message to stand out online. Look for a variety of fresh-baked approaches in this valuable resource.
[Check out the 2012 digital edition!](#)

Don't miss a thing.
Visit SnackAndBakery.com/register for complete access.

Get the whole story.
Register for complete access
SnackAndBakery.com/register

Ann Kalb
Single Copy Sales • Back Issues
(888) 244-8499 • Publish@snackmedia.com

160 X 600 Wide Skyscraper

300 x 250 Medium Rectangle

300 x 250 Medium Rectangle

300 x 250 Medium Rectangle

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The Snack Food & Wholesale Bakery Network

Magazine | Digital | Newsletter

Comments? Questions? We value your feedback. Let us know how we can serve you better!

Snack Food & Wholesale Bakery Media Kit
Explore the innovative and targeted marketing opportunities available in the Snack Food & Wholesale Bakery portfolio. [Go to our Media Kit](#)

State of the Industry Issues are Here!
Our July 2012 State of the Industry issue on Snacks provides emerging trends and branded sales performance, market share reports and category leader updates. Check it out today! [more»](#)

Snack Food & Wholesale Bakery's Digital Issues
Read Snack Food & Wholesale Bakery magazine whenever, wherever. Complete current and back issues are available now! [View All Digital Issues](#)

Medium Rectangle
300 x 250

Must See Products eBlasts >>>

Co-branded and deployed monthly to subscribers! Your ad includes a company logo and/or product image, 50 words of descriptive copy, contact info and a live link to your website.

Interested in a "Must See Products" exclusively for your company? Contact your sales rep about pricing and scheduling.

Custom eNewsletter

- Become a News Leader for the Industry.
- Educate the Industry with valuable and compelling content.
- Show your product and/or services as Solutions to Industry problems.
- Speak to your sales rep for pricing and scheduling.



Digital Edition Sponsorship

The *Snack Food & Wholesale Bakery* digital edition allows our subscribers access to each issue everywhere in a green format. The digital edition provides your company with great visibility and continuous coverage as direct links are emailed to our subscribers base each month and each issue is archived online at WWW.SNACKANDBAKERY.COM.

Sponsorship Benefits:

- Receive a full-page ad opposite the front cover — giving your company exclusive brand exposure. Add a video or animation to your ad to really make it stand out!
- Your logo appears at the top of every page in the navigation bar
- All links and logos are linked directly to your website navigation bar
- Contact your sales rep for pricing, creative options, and the months available.

Unable viewing this newsletter? View it in your web browser

SNACK FOOD & WHOLESALE BAKERY

Must See Products

The *Snack Food & Wholesale Bakery* Must See Products provides a glimpse at the latest products and technological innovations entering the snack food and wholesale bakery market today. Click on the links provided and learn more about the equipment and accessories that will help you take your business to the next level!

Food-grade lubrication for baking productivity



Klüber food-grade baking lubrication helps get the most out of your operation. With hundreds of specialty lubricants available, Klüber can comprehensively enhance your production line—from bearings and gears to ovens and freezers.

To learn how Klüber can boost your productivity, visit us at www.kluebersolutions.com/baking

KLÜBER LUBRICATION
32 Industrial Drive
Londonderry, NH 03053
Toll-free: 1-800-447-2238

Delta Style Case Packer with AUTOMATIC CHANGEOVER



A proven case packer with auto-changeover using our BPA three and four-axis Delta robot to case pack snack bags. Ideal for packing snack bags, complex pack patterns and/or high speed picking, this new design simplifies the system mechanically, provides plants with a much smaller footprint, includes a virtually hands-free changeover between different product/case sizes and eliminates "fine-tuning" that typically takes place after a changeover. To learn more, go to www.bpa-flexolutions.com

bpa BluePrint Automation
sales@bpa-flexolutions.com
804-520-5400

New! Guide to Flow Wrapping



The 30 page pocket guide provides a wealth of information including basic operational principles, film selection tips, changeover calculations, and a flow wrapper troubleshooting section. The guide is intended to educate new users and provide experienced users a quick reference point. Download your free copy today from Bosch's website by clicking here.

BOSCH Bosch Packaging Technology, Inc.
New Richmond, WI 54017
www.boschpackaging.com
Invented for life



15th Annual Food Safety Summit



April 30-May 2, 2013 • Baltimore, Maryland
Baltimore Convention Center

Each year the Food Safety Summit attracts thousands of food processing, food retail, foodservice, academic, government and food defense professionals from around the world. The Summit is the largest food safety meeting in North America and features two-and-a-half days of intensive educational sessions and workshops, multiple networking events and a large tradeshow exhibition.

Visit www.foodsafetysummit.com for more information.

Webinars – Now with video!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI
- And more!

60% of registrants attend video webinars,* a 12% increase from BNP's current attendee average.+

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.

*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages

+2011 BNP Media corporate webinar averages

Content Development – Custom Publishing – Market-Specific Delivery

Orangetap helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you – we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at www.bnporangetap.com. Or contact us for a free marketing consultation at orangetap@bnpmmedia.com



Virtual Events

Trade Show Benefits without Trade Show Costs!

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don't miss your opportunity to generate high-quality leads – over 250 per exhibitor booth on average*. Contact your sales rep to learn more about virtual event sponsorship and exhibitor information.

View a demo at <http://portfolio.bnpmmedia.com/virtual>.

+BNP Media corporate virtual event averages

Podcasts

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast.

For more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/podcasts>.

Making the Complex Clear



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

4-color Rates (NET)	1X	3X	6X	12X	18X
Full page	\$6,545	\$6,335	\$6,005	\$5,665	\$5,450
2/3 page	\$5,285	\$4,955	\$4,815	\$4,625	\$4,460
1/2 page island	\$6,005	\$5,855	\$5,575	\$5,265	\$5,090
1/2 page	\$4,585	\$4,430	\$4,235	\$4,135	\$3,855
1/3 page	\$3,690	\$3,605	\$3,505	\$3,430	\$3,320
1/4 page	\$3,245	\$3,155	\$3,090	\$3,030	\$2,960
Cover 2*		\$4,865	\$6,545	\$6,285	
Cover 3*		\$6,720	\$6,345	\$5,995	
Cover 4*		\$7,265	\$6,895	\$6,545	

*Includes bleed and color

Full Page Trim Size:
8 7/8 x 10 3/4

1/2 Island
5 x 7 1/2

1/3 S
5 x 4 7/8

1/2 H
7 3/4 x 4 7/8

1/2 V
3 3/4 x 10

1/4 H
3 3/4 x 4 7/8

2/3V
5 x 10

1/3V
2 1/2 x 10

All sizes in inches. Please contact production manager for specs on 2/3 and 1/2 page Bleed ads.

Shipping Instructions:

Please address all correspondence, space orders, insertion instructions & materials to:

Production Manager, Snack Food and Wholesale Bakery
BNP Media
2401 W. Big Beaver Rd., Ste 700
Troy, MI 48084
248-244-6431
barkiewicz@bnpmedia.com

FTP Login Information: Go to <http://upload.bnpmedia.com> and choose Snack Food and Wholesale Bakery from the drop-down menu and follow the on-screen directions.

Classified Ad Rates

Snack Food & Wholesale Bakery's classified advertising section is a cost effective way to recruit new employees, sell used and surplus equipment and market services. Subscribers can find your ad quickly because of the clearly labeled categories. Classified ads are boxed display ads with a one inch minimum ad size. All classified ads are payable with copy and are non-commissionable. Net rates listed are listed below and color is additional charge.

1X \$145 per column inch 6X \$115 per column inch
3X \$130 per column inch 12X \$105 per column inch

Contact: Suzanne Sarkesian | 248-786-1692 | sarkesians@bnpmedia.com

DIGITAL AD REQUIREMENTS

COMPOSITION: All material requiring any graphic work such as typesetting, layout, etc., must be received 45 days prior to publication date. Mechanical charges are billed at gross.

PLATFORMS: Macintosh preferred (IBM-compatible accepted, fonts will be replaced by Mac versions).

FILE FORMATS: InDesign and Quark files are accepted. All fonts and images should be included. High-resolution, print-ready PDFs are also accepted.

PHOTOS: 300 dpi, at 100% size, saved as TIFF, PSD, or EPS.

Color images must be CMYK. Do not compress graphics using JPEG or LZW.

COLORS: All colors used should be CMYK unless a spot color has been purchased.

ELECTRONIC SUBMISSION: E-mail and FTP options should be discussed with the production manager. All artwork (photographs, logos, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screen-contact quality proof created from the final electronic files must be submitted with each color ad. Kodak approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless a standard proof is provided.

AD SIZE: Crop marks for full-page ads should be at trim size 8.875" x 10.75". Bleeds should extend beyond trim crop marks by 1/8" on each side. Text and images must be kept at least 1/4" away from trim edges.

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1 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.

All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

LIST RENTALS & REPRINTS

The most powerful, responsive list of snack and bakery professionals is just a call away. Complement your advertising program and introduce new products by renting Snack Food & Wholesale Bakery's exclusive subscriber list. Contact **Kevin Collopy** of InfoGroup at kevin.collopy@infogroup.com or 402-836-6265.

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