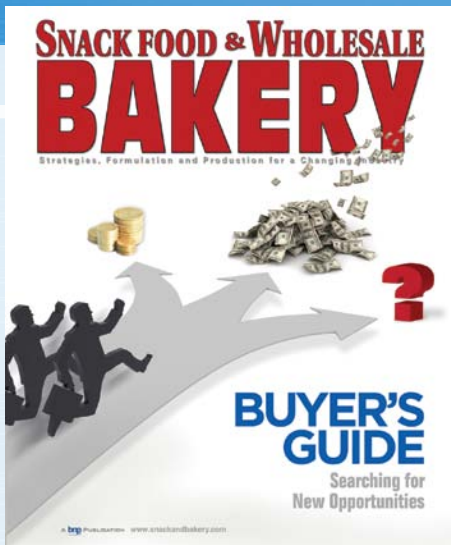


SNACK FOOD & WHOLESALE BAKERY

2011 Buyer's Guide

Get year-round exposure for your company in Snack Food & Wholesale Bakery's Annual Buyer's Guide – an exclusive buyers guide and reference tool for the manufacturers and producers in the snack food and wholesale bakery marketplace.



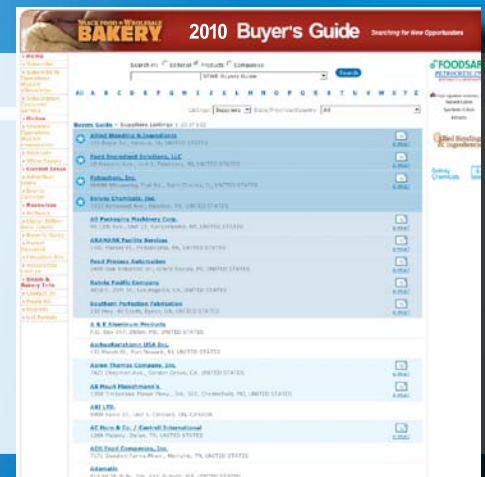
October 2010 Print Edition

- The industry's best lead generator
- Referred to year-round
- Reaches 14,000* subscribers in the snack food and wholesale baking industry
- Exclusive Print Version for the snack food and wholesale baking industry
- Handy Trade Show Calendar for our readers to plan their show attendance
- Comprehensive Product Guide to pin point your search

*Source: BPA Audit Statement, December 2009

www.snackandbakery.com/buyersguide

- Keyword Searches
- Live links
- Premium Plus package offers prime designation and ranking
- Brand Identity in Prime Position
- Expanded Print & Online Packages for 2011



Premium Plus Package

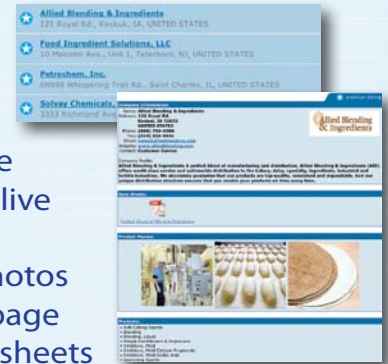
\$1825

- Your logo on the Home Page and rotating on ALL results pages within the guide (includes live website link)
- Three product photos on your listing page
- New premium positioning with a star designation (in print and online)
- Up to three spec sheets in your online listing
- Inclusion in Request For Proposal Program
- Includes 2" traffic stopper in print version
- Choice of ONE of the following:
 - ~ Video, or
 - ~ Three Product Code-Specific Banners



Premium Package \$1440

- New premium positioning with a star designation (in print and online)
- Your logo on the Home Page and rotating on ALL results pages within the guide (includes live website link)
- Three product photos on your listing page
- Up to three spec sheets in your online listing
- Includes 2" traffic stopper ad in print version
- All Package #2 options



Package #2 \$1015

- Highlighted, improved positioning in results
- Your company logo on your online listing page
- A 50-word overview about your company
- Includes 1" traffic stopper in print version
- All Package #1 options

Package #1 \$225

- Highlighting of your company name
- Company and chief contact information
- A live link to your website and email address
- Email lead form



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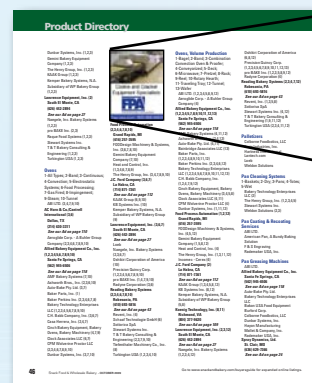
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Ad Close: September 17, 2010

To give your company a stand-out listing, please contact:

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Ph: 630-527-9927

Jeff Heath
heathj@bnpmedia.com
Ph: 847-405-4074



Also Available
Starting At \$500

**Additional Print
Traffic Stoppers**