The baking and snack industry’s most sophisticated and extensive array of digital products to help you communicate your sales message.

Snackandbakery.com is the industry’s only website delivering third-party validation of traffic, click and visitor metrics through the security of a BPA-audit.
Snackandbakery.com is your ideal e-media partner to assemble an exciting and highly-targeted digital communications campaign to effectively compliment your baking and snack industry print, event and in-person marketing objectives.

Snackandbakery.com provides a compelling array of digital communication tools — banners, skyscrapers, tiles, page peel website ads, supplier videos, podcasts, webinars, e-newsletters, online buyers marts and digital issues.

Contact your Snack Food & Wholesale Bakery salesperson for assistance in custom-building a digital campaign that meets your brand, lead generation, customer education and budgetary objectives.
Special interactive features can help your advertisement stand out. Draw attention to your products with these simple upgrades.

**PAGE PEEL AD**

Your ad on the home page appears under a peeled-back corner.
- On mouse-over, the ad “opens” to reveal full message
- Attracts additional attention to your ad
- Ads can include animation and text
- 150 x 150 pixels (600 x 600 total animation stage)

**EXPANDABLE BANNER AD**

This type of ad appears as a standard banner until mouseover when a pull-down portion of the ad appears with additional animation and text.
- Expandable banner under Search Bar – 468 x 60 pixels (468 x 400 total animation stage)
- Expandable Skyscraper banner - 120 x 600 pixels (300 x 600 total animation stage)

The first time a visitor lands on a home page, the ad “floats” in over the rest of the content and comes to rest either in a banner-sized ad or a skyscraper ad.
- Ad can be closed by the reader at any time
- Automatically activated no more than once per day per visitor
- Ad can include animation and text
- Floating ad under Search Bar – 468 x 60 pixels (animation stage varies)
Your equipment or corporate video can be posted on snackandbakery.com. With a simple click, your equipment, corporate message, testimonial or product video demo will be streaming to your audience.

PODCASTS

Here’s an easy way to broadcast your expertise to your customers. Recorded interviews are packaged as audio podcasts and archived to the website and e-newsletter. Sponsored podcasts include logo and podcast icon on home page. Events can be listed individually or grouped as a series.

SNACKANDBAKERY.COM

SF&WB TV

SPECIAL SECTION SPONSORSHIPS

Your technical White Papers on snackandbakery.com. White papers are an invaluable resource in both education and technology, contributing to the decision making process of our readers.

WHITE PAPERS
Finally, there is an initiative to provide online marketers like you accurate, transparent, non-manipulated web traffic metrics.

We at Snack Food & Wholesale Bakery are proud to pave the way in the snack and baking industry to give you website analytics that ignore the plethora of non-human traffic. No one wants to pay for an ad just to have a robot view it!

Search engines generate an enormous amount of non-human traffic on ALL websites, which are referred to as spiders or robots. They constantly “crawl” websites and can be counted as traffic. But we know a robot can’t click on your ads or buy your products and services. Nor should you have to pay for automated, useless traffic.

“By submitting to an independent, third party audit of site traffic, BNP Media is showing a commitment to providing the online media buying community with standardized and reliable measurement of audience reach within the markets they serve.”

Glenn Hansen, BPA Worldwide President and CEO

Please contact a sales representative today to get information on how to view the BPA audited traffic data.
OPERATIONS WEEKLY, Snack Food & Wholesale Bakery’s weekly opt-in e-newsletter, provides a cost-effective, highly-targeted opportunity to reach key decision-makers in plant operations, senior management and engineering.

OPERATIONS WEEKLY can deliver your digital media ads 4x/month to help build your brand or generate qualified sales leads.

**CONTENT:** Weekly updates on plant activity and operations by volume bakers, snack food manufacturers and baked snack producers.

**DELIVERY & TOTAL AUDIENCE:** Via weekly email alert with a click through to the newsletter. Sent to all SF&WB operations, production, engineering and appropriate titles. Fully opt-in circulation.

**DEMOGRAPHIC PROFILE:** Plant and production management, packaging supervisor, maintenance management, engineer, operations management.

**CLICK HERE FOR THE LATEST ISSUE**
SF&WB’s customized e-newsletters are a very effective means to distribute your company’s technical white papers, e-product catalogs, video demonstrations, invitations to your trade show booth or the announcement of a new product launch to thousands of key decision-makers.

Custom e-newsletters can be e-blasted to your customer list or target a specific industry segment or title through SF&WB. Choose to develop quality sales leads through a registration landing page generating contact information.

SF&WB’s industry-leading circulation ensures that your messaging achieves the greatest industry penetration.
Get year-round exposure for your company in *Snack Food & Wholesale Bakery’s Annual Online Buyer’s Guide* – an exclusive buyers guide and reference tool for the manufacturers and processors in the snack food and wholesale bakery marketplace.

- Keyword Searches
- Live Links
- Premium Plus Package Offers Prime Designation and Ranking
- Brand Identity in Prime Position
- Expanded Online Packages for 2010

**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 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

[WWW.SNACKANDBAKERY.COM/BUYERSGUIDE](http://WWW.SNACKANDBAKERY.COM/BUYERSGUIDE)
WEBINARS


A well-constructed, customer-focused webinar presents a valuable opportunity to deliver a more complicated message to help educate your customers. Companies that invest in customer education will expand their own sales opportunities by expanding the overall market.

A webinar attendee registration list can provide a supplier with a very economical means to generate hundreds of high-quality, pre-qualified sales leads.

Check out On-Demand Webinars at webinars.snackandbakery.com.

Snack Food & Wholesale Bakery’s webinar staff provide you with a complete webinar experience, technology interface, training sessions and material design.

2010 Webinar Topics

- Gluten-Free Formulating
- Artisan Bread Production
- Sanitation Equipment Design & Maintenance

As part of your webinar package, you will receive:

- 2 FREE, full-page ads in Snack Food & Wholesale Bakery
- 2 FREE email blasts
- FREE banner on snackandbakery.com
- FREE banners in Snack Food & Wholesale Bakery e-newsletter
- FREE polling survey
- FREE hosting of your webinar on snackandbakery.com for 12 months
DIGITAL ISSUE SPONSORSHIP

• Imagine the IMPACT of sponsoring every digital edition of SF&WB!

• Imagine an entire issue dominated with only your ad message.

• Imagine your ads linking to your website for immediate lead generation.

• Imagine product videos automatically launching to showcase your equipment in action!

• Imagine customers having immediate access to your company’s digitized product catalog.

• Imagine a sponsorship that includes exposure on Snackandbakery.com for FREE.

A SF&WB digital issue sponsorship is a highly-effective means to reach thousands of more-mobile, younger generation decision-makers who prefer to receive SF&WB in this highly interactive media.

SF&WB’s digital edition sponsorship provides you with a complete analytics package, allowing you to measure open rates, click through rates and lead generation.

CUSTOMIZED DIGITAL PRODUCTS

SF&WB can convert your company’s newsletter, product catalog or customer education package to an interactive digital edition and cost-effectively distribute it to our database of decision-makers in the snack and baking markets.

Imagine your digitized product catalog targeted to the Top 10 Bakeries... or your company newsletter put in the hands of thousands of plant managers in North & Latin America... or a customized mini-magazine on fiber formulations sent electronically to R&D managers at Frito Lay.

Contact your SF&WB salesperson for details and ideas!
<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>AD SIZE</th>
<th>MONTHLY NET ADVERTISING COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-3 MONTHS</td>
<td>4-6 MONTHS</td>
</tr>
<tr>
<td>Homepage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>468 x 60 pixels</td>
<td>$1,600</td>
</tr>
<tr>
<td>Vertical Banner</td>
<td>120 x 240 pixels</td>
<td>$940</td>
</tr>
<tr>
<td>Expandable Banner</td>
<td>468 x 60 pixels (expands to 468 x 400 pixels)</td>
<td>$1,800</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 pixels</td>
<td>$1,600</td>
</tr>
<tr>
<td>Expandable Skyscraper</td>
<td>120 x 600 pixels (expands to 300 x 600 pixels)</td>
<td>$1,800</td>
</tr>
<tr>
<td>Tile</td>
<td>125 x 125 pixels</td>
<td>$850</td>
</tr>
<tr>
<td>Page Peel</td>
<td>150 x 150 pixels (expands to 600 x 600 pixels)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Over-the-page</td>
<td>120 x 60 pixels resting area (expands to 600 x 600 pixels)</td>
<td>$1,800</td>
</tr>
<tr>
<td>Advertising Video</td>
<td>275 x 250 pixels</td>
<td>$750</td>
</tr>
<tr>
<td>Podcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial/Section Sponsor</td>
<td>300 x 250 pixels</td>
<td>$750</td>
</tr>
<tr>
<td>White Papers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Operations Weekly E-Newsletter**

Ad close/materials due one week prior to issue:

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>1-3 MONTHS</th>
<th>4-6 MONTHS</th>
<th>7-12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$1,600</td>
<td>$1,320</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>240 x 400 pixels</td>
<td>$1,450</td>
<td>$1,150</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
<td>$1,200</td>
<td>$950</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>468 x 60 pixels</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>Advertising Video</td>
<td>140 x 100 pixels, 15 Words, Link</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>Contextual Ads</td>
<td>Copy and Link</td>
<td>$400 per month</td>
<td></td>
</tr>
</tbody>
</table>

**Custom E-newsletters**

Consult Publisher for rates

**Online Buyer’s Guide**

Annual Net Cost

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Plus Package</td>
<td>$1,825</td>
</tr>
<tr>
<td>Premium Package</td>
<td>$1,440</td>
</tr>
<tr>
<td>Package #2</td>
<td>$1,015</td>
</tr>
<tr>
<td>Package #1</td>
<td>$225</td>
</tr>
</tbody>
</table>

**Digital Issue**

Many options available, consult your sales representative below

**ADVERTISING SALES CONTACTS**

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

Barb Szatko
Senior Sales Manager
szatkob@bnpmedia.com
Tel: 630-527-9927

Suzanne Sarkesian
Classified Sales Manager
sarkesians@bnpmedia.com
Tel: 248-786-1692

Nikki Smith
Directories Development Director
smithn@bnpmedia.com
Tel: 248-244-6479

Carolyn Perucca
Directory Listings Manager
peruccac@bnpmedia.com
Tel: 248-244-6474

**ONLINE BUYER’S GUIDE DIRECTORY SALES**

Nikki Smith
Directory Development Director
smithn@bnpmedia.com
Tel: 248-244-6479

Carolyn Perucca
Directory Listings Manager
peruccac@bnpmedia.com
Tel: 248-244-6474
### SPECIFICATIONS & CONTACT INFO

| **FILE SIZE:** | 40k (40,000 bytes) or less - Standard Web ads  
80k (80,000 bytes) or less - Rich media ads |
|----------------|-------------------------------------------------|
| **ANIMATION:** | Within ad units: 30 seconds maximum without being re-initiated by the user.  
If overlay content: 10 seconds maximum to reach final resting place.  
15 seconds maximum for total animation.  
Floating and expandable ads will only appear once per day per user. |
| **COLORS:** | 256 colors or less |
| **RESOLUTION:** | 72 dpi |
| **FILE FORMATS:** | JPG, GIF (static or animated) and SWF* (Macromedia Flash, must include .FLA file) No flash files in E-Newsletters |
| **TECHNICAL GUIDELINES:** |  
*All ads should be coded so that click-thrus launch a new browser window using target="_blank".*  
*3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.*  
*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don’t have it.*  
*SWF-FLASH SPECIFICATIONS:*  
-Must be published for Flash plug-in 8 or lower.  
- Must have a clicktag encoded:  
  on (release)  
  {  
    getURL(clickTAG,"_blank");  
  }  
- A default gif or jpg must be submitted for visitors without Flash or JavaScript  
- Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.  
- Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.  
- Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with ‘sound on’ or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound (‘sound off’ or an appropriate icon). |
| **WHITE PAPER:** | 4-10 pages, 50 – 200 word synopsis of white paper, category selection, PDF or Word Doc, Company logo (200 pixels wide) |
| **VIDEO:** | 275 x 250 pixels, 320 x 240 pixels or 640 x 480 pixels, 20MB, Less than 2 minutes, Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV) |

#### HELPFUL ONLINE MEDIA EXPERTS:

**Online Content:**  
Nick Roskelly  
roskellyn@bnpmedia.com  
Tel: 847-405-4109

**Webinars:**  
Online Events  
Danielle Belmont  
belmontd@bnpmedia.com  
Tel: 248-786-1613

**Custom Media:**  
Newsletters  
Melanie Kuchma  
kuchmam@bnpmedia.com  
custommedia.bnpmedia.com  
Tel: 610-383-7970

**Digital Issue:**  
Megan Masson  
massonm@bnpmedia.com  
Tel: 248-786-1650

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