

# 2010 Classified Rates

The *National Provisioner* provides critical process/packaging technology, food safety, trends and new product editorial for engineering, operations, R&D, executive management, sales & marketing and purchasing in the meat, poultry, seafood and prepared foods market.

The *National Provisioner* connects you to the most subscribers in the meat, poultry and seafood industry (23,000 in total receivership)\*. Your advertising message will be positioned to target your best customers and prospects.

\*Source: BPAWW Circulation Statements, June 2009; NP analyzed TQ - 23,000, M&P analyzed TQ - 22,628, MP analyzed TQ - 20,006.

## Classified Net Rates

1x	3x	6x	12x	Frequency calculated on the total number of insertions run within a 12-month period.
\$145	\$130	\$115	\$105	

## Column Widths

Magazine trim size: 10" X 13"

- 1 Column: 2-1/4"
- 2 Column: 4-1/2"
- 3 Column: 7"

USED FOOD PROCESSING EQUIPMENT  
**KOHLER**  
 website: www.kohlerequip.com  
 email: info@kohlerequip.com  
 BUY\*SELL\*AUCTION\*LIQUIDATE  
**KOHLER**  
 EQUIPMENT  
 Check our new, updated website at www.kohlerequip.com for the most recent information on our equipment and upcoming auctions  
 4925 N 56TH ST. LINCOLN, NE 68504  
 PH: 402.465.8845 \*FAX: 402.465.8847

Sample 3" Ad (above)  
12x rate=\$315/mo.

**Classified Network**

EQUIPMENT FOR SALE

ORICS INDUSTRIES Inc. **ORICS** EQUIPMENT

Refrigerated Containers **KELLY**

Michigan Food Equipment Co. **115**

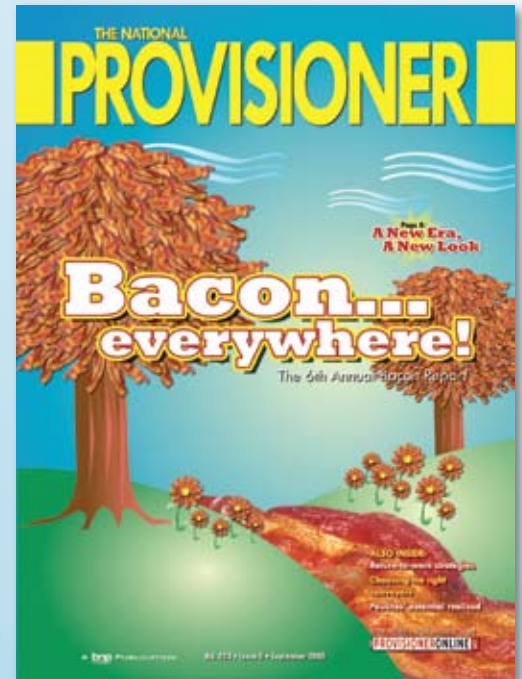
USED FOOD PROCESSING EQUIPMENT

**MBAF**

**EXCHANGE**

# THE NATIONAL PROVISIONER

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING



## Added Value

Included in the cost of classifieds is design of the ad, color and an online posting with a live link to your email and website. Online classifieds can be found by clicking on the "Classifieds" link on [provisioneronline.com](http://provisioneronline.com).

## Closing Dates

All advertising insertion orders and materials are due the 10th of the month preceding issue date (i.e. The deadline for an ad running in January would be due approx. December 10th).

## Digital Specifications

InDesign, Photoshop and Illustrator files are accepted. Also accepted are electronic .pdf, .jpg, .eps, & .tif files with 300 dpi resolution or higher.

# 2010 Classified Rates

The *Independent Processor* is the only publication dedicated to addressing the unique needs and challenges facing the meat and poultry industry's segment of small to mid-sized businesses. With a distribution of 10,000, each issue will arm the operators of these firms with strategies to improve their overall business.

## Classified Net Rates

Per Column Inch / Per Insertion

1x	3x	6x
\$145	\$130	\$115

Frequency calculated on the total number of insertions run within a 12-month period.

## Column Widths

Magazine trim size: 7-7/8" X 10-1/2"

- 1 Column: 2-1/4"
- 2 Column: 4-1/2"
- 3 Column: 7"



Sample 3" Ad (above)  
6x rate=\$315/mo.



A Supplement to The National Provisioner



## Added Value

Included in the cost of classifieds is design of the ad, color and an online posting with a live link to your email and website. Online classifieds can be found by clicking on the "Classifieds" link on [iprovisioner.com](http://iprovisioner.com).

## Closing Dates

All advertising insertion orders and materials are due the 10th of the month preceding issue date (i.e. The deadline for an ad running in January would be due approx. December 10th).

## Digital Specifications

InDesign, Photoshop and Illustrator files are accepted. Also accepted are electronic .pdf, .jpg, .eps, & .tif files with 300 dpi resolution or higher.



Contact **Diana Rotman**  
Ph: 847-405-4116 • Fax: 248-502-9083 • [rotmand@bnpmmedia.com](mailto:rotmand@bnpmmedia.com)