

B/W Print Rates

Ad Size	1x	3x	6x	12x	18x
Full Page	\$4,140	\$3,830	\$3,660	\$3,500	\$3,300
2/3 Page	\$3,030	\$2,880	\$2,730	\$2,560	\$2,450
1/2 Island	\$2,670	\$2,530	\$2,430	\$2,250	\$2,130
1/2 Page	\$2,390	\$2,330	\$2,210	\$2,100	\$1,960
1/3 Page	\$1,710	\$1,650	\$1,560	\$1,430	\$1,350
1/4 Page	\$1,390	\$1,290	\$1,200	\$1,140	\$1,100

*10% Premium for Cover Positions

Color Rates

4- or 3-Color Process	
Per Page	\$1,530
Per Spread	\$2,730
Per 1/2-page	\$1,050
Special Color	
Per Page	\$1,370
Per Spread	\$2,440
Per 1/2-page	\$870

B/W Print Rates

Ad Size	1x	3x	6x
Full Page	\$3,450	\$3,150	\$2,980
2/3 Page	\$2,380	\$2,250	\$2,090
1/2 Island	\$2,040	\$1,900	\$1,790
1/2 Page	\$1,770	\$1,700	\$1,600
1/3 Page	\$1,100	\$1,050	\$950

*10% Premium for Cover Positions

Color Rates

4- or 3-Color Process	
Per Page	\$1,100
Per Spread	\$1,950
Per 1/2-page	\$780
Special Color	
Per Page	\$960
Per Spread	\$1,680
Per 1/2-page	\$620

Classified Rates. *The National Provisioner's* classified advertising section is a cost effective way to recruit new employees, sell used and surplus equipment and market your services. Subscribers can find your ad quickly with 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 inch
3x: \$130 per inch
6x: \$115 per inch
12x: \$105 per inch

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, Quark, Photoshop, and Illustrator files are accepted. All fonts and images should be included. High-resolution, print-ready PDFs are also accepted.

Photos: 300 dpi, at 100 percent 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: CD accepted. E-mail and FTP options should be discussed with the production manager. All artwork (photographs, logos, clipart, 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. Please supply B&W laser printout for B&W ads.

FTP Login Information: Go to <http://dfupload.bnppmedia.com> and choose *National Provisioner* from the drop down menu and follow on screen directions. Please e-mail Production Manager Gail Porter at porterg@bnppmedia.com to notify her that your materials have been uploaded.

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

TERMS & CONDITIONS

Payment & Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1% percent per month service charge thereafter (1/2 percent 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: BNP Media's postal, tele-marketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists contact:

Robert Liska
PH: (845) 731-2726
robert.liska@eraepd.com

Reprints: Reprints of any issue of *The National Provisioner* are available starting in quantities of 500 and can be ordered in either 4-color or black and white. Completed reprints ship to your requested destination within three to four weeks for a quick turnaround. Get your custom no obligation quote today by contacting:

Jill DeVries
PH: (248) 244-1726
devriesj@bnppmedia.com

AD SIZES

Trim Size: 8 x 10 3/4 inches
All sizes in inches

2-PAGE SPREAD

Non-Bleed: 15 x 10
Bleed: 16 1/4 x 11

FULL

Non-Bleed:
7 x 10
Bleed:
8 1/4 x 11

2/3 VERTICAL

Non-Bleed:
4 1/2 x 10
Bleed:
5 3/16 x 11

1/2 VERTICAL

Non-Bleed:
3 3/8 x 10
Bleed:
4 x 11

1/2 HORIZONTAL

Non-Bleed:
7 x 4 7/8
Bleed:
8 1/4 x 5 3/8

1/2 ISLAND

Non-Bleed:
4 1/2 x 7 1/2

1/3 SQUARE

Non-Bleed:
4 1/2 x 4 7/8

1/3 HORIZONTAL

Non-Bleed:
7 x 3 3/8
Bleed:
8 1/4 x 4

1/3 VERTICAL

Non-Bleed:
2 1/4 x 10
Bleed:
2 7/8 x 11

1/4 SQUARE

Non-Bleed:
3 3/8 x 4 7/8

1/4 HORIZONTAL

Non-Bleed:
7 x 2 3/8
Bleed:
8 1/4 x 3

Allow for 1/8" bleed on all sides.
Gutter bleed only –
each side 7 5/8" x 10"

Shipping Instructions:

Send correspondence, space orders, insertion instructions & material to:

Gail Porter

Production Manager
BNP Media
155 Pfingsten Road, Suite 205
Deerfield IL 60015
PH: 847-405-4104
porterg@bnppmedia.com