

THE NATIONAL PROVISIONER

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

WWW.PROVISIONERONLINE.COM

2012 Integrated Media Planner

THE NATIONAL PROVISIONER
THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

2011 PROCESSOR OF THE YEAR
TYSON FOODS

The Tyson team has focused sharply on eliminating inefficiencies and re-dedicating itself to its customers.

Also Inside
FOOD SAFETY: Putting metal detection/X-ray technology to the test.
SAUSAGE PROCESSING: Processors weigh in on a variety of topics.

PICTURED: Tyson Foods team members (seated, left to right) Nancy Trujillo, Kristal DeLish, standing, left to right) Mario Valdovinos, Mark Milbrodt and Jim Bob Spencer

Vol. 225 • Issue 6 • June 2011
A bnp PUBLICATION



IN PRINT



ONLINE

EVENTS

MeatProcessingXchange™
PRESENTED BY THE NATIONAL PROVISIONER | POWERED BY VERTICALCHANGED



New In 2012

- » Newly Redesigned Website, Offering More Options Than Ever
- » New Packaging Column
- » New Sustainability for Processors Column
- » Process Expo Show in Print
- » Plant of the Year
- » Must-See Products eBlasts

Bringing You the Largest Circulation in the Market with

25,500*

Meat, Poultry and Seafood Professionals.

The highest total circulation and highest processor circulation.*

The fastest growing publication covering the meat and poultry markets.**



*June 2011 BPA Statement (Print 21,489 + Digital 4,011) **Publisher's Own Data Compared to NP, Meat & Poultry and Meetingplace BPA Circulation Statements, June 2011; NP analyzed TQ - 25,500, M&P analyzed TQ - 22,275, MP analyzed TQ - 25,008.

Bringing You the Largest Meat, Poultry and Seafood Processor Circulation!²

The National Provisioner provides the meat, poultry and seafood industry with the latest technical processing and packaging information, including updates on food safety, new products and the most up-to-date trends. We guarantee our advertisers a superior editorial environment that ensures better-read ads!¹

Reaching More of Your Customers

No matter how you slice it, *The National Provisioner* connects you to the most subscribers in the meat, poultry and seafood industry! Your advertising message will be positioned to target your best customers and prospects.

No. 1 in Circulation²

Circulation Comparison

Meat, Poultry & Seafood Processor Circulation ²	The National Provisioner	22,570
	Meat & Poultry	19,228
	Meatingplace	16,941
General/Senior Management Circulation ³	The National Provisioner	10,770
	Meat & Poultry	10,639
	Meatingplace	9,464
Engineering & Operations Circulation ⁴	The National Provisioner	9,377
	Meatingplace	7,020
	Meat & Poultry	6,006
Research & Development Circulation ⁵	The National Provisioner	3,459
	Meatingplace	3,073
	Meat & Poultry	2,643

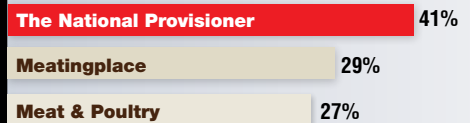


Readership Study¹

Number 1 in Readership¹

In partnering with *The National Provisioner* your advertising message is seen more often, read more thoroughly and acted upon with more intensity by your key customers and prospects!

Which one magazine is most useful to you in your meat, poultry, and seafood industry work?



95% Agree that *The National Provisioner* is a reliable source of information.

92% agree *The National Provisioner* has advertisements that are relevant and useful to the industry.

82% Rely on the ads in *The National Provisioner* to inform them about new products or services available.

80% agree that knowing a company advertises in *The National Provisioner* enhances the company's image.

86% agree that they trust companies that advertise in *The National Provisioner*.

85% have taken one or more actions as a result of seeing an ad in *The National Provisioner*.

¹ Source: NP Reader/Subscriber Study June 2011

² Compared to NP Meat & Poultry and Meatingplace BPA Circulation Statements, June 2011; NP analyzed TQ - 25,500, M&P analyzed TQ - 22,275, MP analyzed TQ - 25,008.

³ NP includes General Management/Administration; M&P includes Senior Management/General Management/Management; MP includes Senior Management.

⁴ Includes Plant Production, Warehouse, Distribution and Management.

⁵ Includes Education.

The National Provisioner has the industry's most respected and experienced editorial team.



Andy Hanacek

Editor-in-Chief

Hanacek is welcomed into many of the largest and most successful and innovative processors in the country, reporting on protein-processing challenges in exclusive, one-on-one tours of facilities and interviews with some of the most respected executives in the business. In addition to managing the content for the fastest-growing publication in the industry, he manages ProvisionerOnline.com and Provisioner Prime eNewsletter. Hanacek has recruited talented experts in the protein industry who write on a regular basis for *The National Provisioner*. He contributes more than a decade of journalism experience in a variety of formats.



Sam Gazdziak

Sr. Editor

Gazdziak has been writing for trade publications since 1997 and joined *The National Provisioner* in 2004. He helped launch *Independent Processor* magazine in 2008 as its editor-in-chief. He has written articles about many leading processors, including Tyson Foods, Allen Brothers, Pilgrim's Pride, Wayne Farms and Strauss Brands. Gazdziak specializes in reporting on small and mid-sized processors whose business needs include a range of information from succession planning to acquisitions as well as food safety in the ever more complex regulatory environment.



Donna Berry *Formulations expert*

Berry has written about the formulation of foods for nearly a decade, covering the dairy, meat and poultry processing industries in that span.



Lynn Knipe *Ohio State University*

Knipe is the Extension Processed Meats Specialist and associate professor in Food Science and Technology, and Animal Sciences at Ohio State University.



Tim Biela *AFA Foods*

For the last 25 years Biela has been involved in food safety technology and quality systems in the food industry. He has been a member of the beef industry more than 18 years.



Gary McMurray

Georgia Tech Research Institute

McMurray oversees research in sensing, robotics, energy and environmental areas. He has 20 years experience.



Joe Cordray

Iowa State University

Cordray areas of research are processed meats, reduced fat and low-fat products, and fresh meats.



Mark Reed

Border Management Strategies (BMS)

Reed was the highest-ranking government official in the Immigration and Nationalization Service. He now consults.



H. Russell Cross *Texas A&M*

Cross is a professor in the Department of Animal Science. He has more than 35 years management experience in government, academia and the private sector.



Shawn Stevens *Consultant*

Stevens defends and counsels meat companies in foodborne illness matters and assists industry clients with regulatory compliance and recall planning.



Dennis Johnson

Olsson Frank Weeda Terman Bode Matz PC

He has 30 years experience in food-safety law and regulation, representing large and small meat and poultry companies.



Steve Valesko *Butterball LLC*

As vice president of engineering Valesko, oversees engineering, maintenance and energy management at seven locations in four states.



John E. Johnson *JBS*

With more than 20 years in the meat industry, Johnson is a Senior Member of the Institute of Industrial Engineers and a Board Certified Professional Ergonomist.



John Vatri

Cardinal Meat Specialists Ltd

Vatri is director of food safety for one of Canada's leading burger and cooked-protein processors.



Huston Keith *Keymark Associates*

As a market research and product development expert, Keith's career spans 30 years. His consulting firm helps Fortune 100 and other firms with packaging markets.



Kurt Vogel

University of Wisconsin - River Falls

Vogel has six years of meat industry experience, coupled with an extensive farm background, with studies under Dr. Temple Grandin.



	January Closes Dec. 12	February Closes Jan. 11	March Closes Feb. 10	April Closes March 12	May Closes Apr. 11	June Closes May 11
Features & Special Reports	2012 Economic Outlook	Annual Sausage Report	Buyer's Guide 	Food Safety Innovator Profile	The Top 100 Processors	Processor of the Year
Processing Technology	Injection / Marination Slaughter equipment	Forming Systems Freezing Systems	Whole-Muscle Processing Slicers	Mixers / Mixing Technology Separators	Stuffers and Grinders Cutting Equipment	Spare Parts, MRO and Accessories Lubricants
Food Safety	Sanitary Plant Design	Carcass Wash/ PreHarvest Intervention	Rapid Testing	Apparel	Metal Detection & X-ray Systems	Sanitizers
Packaging Technology	Trays, Tray-sealers & Lids	MAP & Overwrap	Weighing & Labeling Systems	Interleaving & Stacking	Zippers, Sliders & Recloseable	Casings & Nettings
Ingredients & Formulations	Phosphates	Gums, Binders, Emulsifiers	Formulation Strategies <ul style="list-style-type: none"> • Convenience, at-home eating trends • Antimicrobial, antioxidant seasonings • Culinary spices 	Health-conscious Ingredients	Formulation Strategies <ul style="list-style-type: none"> • Savory flavorings (sauces & marinades) • Cost-saving formulations (binders & enzymes) 	Low-Sodium/ Sodium Reduction
Advertiser Incentives for 1/2-page or larger display advertisers in issue	Buy One Ad, Get One Free! Inside the January issue		AMI Show Package Advertise in March and April and Receive a Second Ad FREE in the April Issue		IFT Pre-Show Issue	AAMP On-Floor Issue FREE Sponsorship of "Processor of the Year" Article in Print and in the Digital Edition
			AMI Pre-Show Issue FREE 1/3 Page AMI Exhibitor Profile		FREE IFT Exhibitor eBlast	
Bonus Distribution and Other Opportunities	IPE Jan. 24-26 Atlanta NEW Must-See Products eBlast!		Food Safety Summit April 19-21 Washington D.C. NEW Must-See Products eBlast!	AMI Show May 1-3 Dallas On-Floor Issue	IFT June 25-28 Las Vegas NEW Must-See Products eBlast!	AAMP July 26-28 St. Paul, MN Supplier Literature Showcase

2012 EDITORIAL CALENDAR



July Closes June 11	August Closes July 11	SPECIAL EVENT Meat Processing Exchange	September Closes Aug. 10	October Closes Sept. 11	November Closes Oct. 11	December Closes Nov. 12	
Annual Deli Report	The Bacon Report		Plant of the Year NEW	Annual Recap & Forecast Series			Plant Design & Construction Report
Cooking/Chilling Systems Supplement	Slicing/Portion Control Supplement		Wastewater Systems	Floors, Doors & Walls	Slicers	2013 Consumer Trends Report • Highlighting the trends and issues shaping the consumer landscape heading into 2013.	Process Controls
Forming Technology	Conveyors/Belting		Metal Detection/X-Ray Systems	Cutting & Deboning Lines	Ovens, Fryers & Smokehouses		Cutting & Deboning Lines
Traceability	High-Pressure Pasteurization		Clean-in-Place, Open Plant Cleaning (OPC)	The State of Food Safety	Inspection & Detection Systems		Antimicrobial Sprays & Dips
Form/Fill/Seal	Microwaveable Packaging		Sustainable Packaging	The State of Packaging	Films / Barrier Technology		Chubs
Ingredient Solutions to Improve Food Safety	Marinades, Brines & Seasonings		Formulation Strategies • Culinary trends (side dishes and appetizers) • Adding texture (gums, fiber, starches) • Batters / breading technology	Shelf Life Extenders	Formulation Strategies • Breakfast trends • Moisture retention • Low-fat / high-protein (soy, etc.)		Low Sodium / Sodium Reduction
FREE Website in Print Ad (1/6th page)	LEAD ADVANTAGE FREE Sales Leads		Process Expo 2011-2013 Show in Print and Online Issue NEW	FREE 1/3 Page PackExpo Exhibitor Profile	FREE Website in Print Ad (1/6th page)	LEAD ADVANTAGE FREE Sales Leads	FREE 1/3 Page IPE Exhibitor Profile
NEW Must-See Products eBlast!			Buy One Ad, Get One Free!	LEAD ADVANTAGE FREE Sales Leads			
			September 2012 MPX is a strategic in-person event putting buyers and sellers face-to-face.	Supplier Literature Showcase NEW Must-See Products eBlast!	PackExpo Oct. 28 - 31 Chicago On-Floor Issue		

PROVISIONERONLINE.COM

ONLINE ADVERTISING

1. LEADERBOARD

- (728 x 90 pixels)
 - a. Rotation available
 - b. Run-of-site (R.O.S)
- IAB standard ad unit¹
 - Monthly Rotating (1 of 4)
 - Monthly Exclusive

2. MEDIUM RECTANGLE

- (300 x 250 pixels)
 - a. Run-of-site (R.O.S)
 - b. Rotation available
- IAB standard ad unit¹
 - Monthly Rotating (1 of 4)
 - Monthly Exclusive

3. FULL BANNER

- (468 x 60 pixels)
 - a. Home page only
 - b. Rotation available
- Monthly Rotating (1 of 4)
- Monthly Exclusive

4. HALF BANNER

- 2 adjacent spots (234 x 60 pixels)
 - a. Rotation available
 - b. Home page only
- Monthly Rotating (1 of 2)
- Monthly Exclusive

5. RICH MEDIA

- (not shown)
 - a. Expandable Leaderboard (R.O.S)
 - Monthly
 - b. Floating Ad
 - Monthly
 - c. Page Peel Ad
 - Monthly



SPONSORSHIPS AVAILABLE



URNER BARRY DAILY PRICE REPORT
Daily, unbiased price quotations for the turkey, chicken, pork and seafood markets.

URNER BARRY MARKET REPORT VIDEO
Updated every business day and provides the latest industry news, market production and price trends for the protein industries.



DIGITAL INTEGRATED MEDIA

NEW! Sponsored Podcasts
Registered users listen to a 5 minute interview with industry experts on hot topics!

BPA-AUDITED WEBSITE TRAFFIC

Traffic on ProvisionerOnline.com is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. *The National Provisioner* 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.



DIGITAL EDITION SPONSORSHIP

The *National Provisioner* digital edition allows our subscribers access to each issue everywhere and anywhere in an environmentally friendly format. The digital edition provides your company with great visibility and continuous coverage as direct links are emailed out to our subscriber base each month and every issue is archived at ProvisionerOnline.com.

Exclusive Sponsorship Benefits:

- 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 and engage your audience!
- Your logo appears at the top of every page in the navigation bar!
- All links and logos are hyperlinked to your web site!

PROVISIONER PRIME ENEWSLETTER

Provisioner Prime is the meat, poultry and seafood processing industry's only technically focused bi-weekly eNewsletter, providing engineers and operations decision-makers with the latest news and analysis.



Top Banner
468 x 60 pixels

Mini-Skyscraper
120 x 240 pixels

Horizontal Banner
468 x 60 pixels



WEBINARS

Generate Leads While Educating Industry Decision-Makers

You can't meet face-to-face with every meat and poultry industry decision-maker, but you can interact with each of them during a Webinar. Build brand awareness, become a leader and generate hundreds of top notch sales leads!

In 2010, *The National Provisioner* hosted four Webinars averaging 269* average leads per event. You choose the content and speakers, and we'll market and execute your event. Schedule your customized Webinar program today!

Provisioner Prime delivers your sales message to 8,784* readers in operations, engineering, senior executive management and purchasing. We are reaching more and more decision-makers each week as our subscription base continues to grow.

* Publishers Data June 2011

INDEPENDENT PROCESSOR

A SUPPLEMENT TO THE NATIONAL PROVISIONER

Independent Processor provides operators of small and midsize meat and poultry processing companies (up to \$250 million in annual sales) with unique editorial to improve their business, manufacturing and promotional strategies.

These needs are inherently different from those of multi-national corporations with large infrastructures and vast financial resources. In order to survive, these smaller and mid-size processors have to produce a superior product with fewer resources and tighter budgets. Their success requires an intimate knowledge of their customers' wants and a willingness to be creative and flexible in their operations.

Editorial Customized For Small and Midsize Processors

While other publications acknowledge the needs of this specific group, *Independent Processor* devotes cover-to-cover focused editorial to the small and midsize processor. Issues such as smaller-scale manufacturing, succession planning, employee training and food safety are discussed in a detail that no other publication can provide.

Independent Processor subscribers are forced to be leaner and more creative in order to make their businesses succeed. It covers areas of importance, such as marketing, federal regulations, product development and sustainability. Each story features interviews with processors and industry experts.

Independent Processor has partnered with several trade associations, who understand the value of educating the industry and endorse *Independent Processor's* dedication to independent operators.

Reader Testimonials

On Creating a Sense of Community

"For us smaller meat industry operators, *Independent Processor* has improved our opportunity to read and see about similar plants. The articles are not only well written, but very informative and interesting. I (Seltzer's) have located several items of interest through the advertisements in *Independent Processor*."

Ron Fouché, Seltzer's Smokehouse Meats

On Staying Relevant

"I read the magazine because I want to see how other smaller companies are staying relevant in the marketplace. What they do to stay ahead of the curve, whether it be new product lines, equipment, sanitation practices, packaging, etc."

Beau Heeps, President, K. Heeps Inc.

On Being Informative

"What I like most about the *Independent Processor* is the cover stories. I like to read about smaller companies and what they are doing today, to see if there is something we can apply to our company. The other magazines promote the larger companies that are in a much different position in the supply chain."

Larry Vad, President, Ideal Meat & Provisions Inc.

On Necessity

"I consider *Independent Processor* mandatory reading for the smaller processor intent on growing his/her business."

Michael Satzow, President, North Country Smokehouse.

Circulation Targeting the Independent Processor

Independent Processor's circulation delivers your message to 10,000* owners, operations, engineers, and R&D professionals in smaller processing companies across the country. No other publication can offer such focused delivery to the buyers you are trying to reach.

*Publisher's Data June 2010

Supported By:



AMERICAN
ASSOCIATION
OF MEAT
PROCESSORS



NORTH AMERICAN MEAT PROCESSORS ASSOCIATION



NATIONAL MEAT ASSOCIATION



SOUTHWEST MEAT ASSOCIATION



SOUTHEASTERN MEAT ASSOCIATION

2012 EDITORIAL CALENDAR



	January February Closes January 11	March April Closes February 10	May June Closes April 12	July August Closes July 11	September October Closes September 11	November December Closes November 12
Cover	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature
Independent Operations	2012 Industry Outlook	Building a Management Team	Top 75 Report	Plant Expansion	Mergers & Acquisitions	Community Outreach
Product Focus	Poultry	Pork	Snack Sticks	Beef	Deer/Wild Game Processing	Seafood
Sales & Marketing	New Product Development	Interstate Sales	Club Stores	Private Label	Marketing & e-Commerce	Catering
Production	Spices/Seasonings	Food Safety	Cured Meat Production	Packaging	First Processing	Cooking Systems
Advertiser Incentives for 1/2-page or larger display advertisers in issue	Buy One Ad, Get One Free! Inside the Jan./Feb. issue	FREE 1/3 Page AMI Exhibitor Profile LEAD ADVANTAGE FREE Sales Leads	FREE 1/3 Page AAMP Exhibitor Profile FREE Product eBlast AAMP SHOW ISSUE	LEAD ADVANTAGE FREE Sales Leads		FREE 1/3 Page IPE Exhibitor Profile FREE Product eBlast LEAD ADVANTAGE FREE Sales Leads
Bonus Distribution		AMI May 1-3 Dallas Food Safety Summit April 18-20 Washington D.C	IFT July 26-28 Las Vegas AAMP July 26-28 St. Paul, MN		PackExpo Oct. 28-31 Chicago	IPE Jan. 26-28 Atlanta

In Every Issue, *Independent Processor* Features:

Processor's Perspective: Cardinal Meat Specialists' experts discuss food safety and other industry issues

Cordray's Corner: Dr. Joe Cordray offers tips on how small processors can improve their products and discover niche markets

Association News: The trade associations that have partnered with *Independent Processor* discuss the latest industry news or upcoming events



Annual Buyer's Guide and Sourcebook

The *National Provisioner* Sourcebook brings buyers together with suppliers — when they are ready to buy! Available in print and online, this exclusive buyer's guide is an important reference guide of products and supplier information for the meat, poultry and seafood marketplace.

March 2012 Print Edition

- The only industry resource of its kind and referred to year-round
- Delivered to all 25,500* subscribers of *The National Provisioner* in the meat, poultry, and seafood markets.
- Handy Trade Show Calendar included inside the issue for our recipients to plan their show attendance
- Comprehensive Product Guide to pinpoint your search so buyers can find you

2012 Online Edition: sourcebook.ProvisionerOnline.com

- Keyword Searches and live links
- Great Packages Offering Prime Designation and Ranking
- Brand Identity in Prime Position
- Expanded Print & Online Packages

*June 2011 BPA Statement



MeatProcessingXchangeSM

PRESENTED BY THE NATIONAL PROVISIONER | POWERED BY VERTICALXCHANGE

The seventh annual MeatProcessingXchange event puts your company across the table from senior engineering and operations executives with budgeted capital plans.

MPX event is the meat and poultry industry's only confidential, strategic, sales event matching processor initiatives with supplier solutions. Senior-level operations and engineering executives with budgeted capital plans are paired with suppliers for private, one-on-one meetings through an extensive "needs matching" program. White Papers detailing the processors' budgeted initiatives help guide suppliers in selecting the appropriate equipment. Pre-event information from both parties enables suppliers to prepare highly customized and in-depth solutions.

By identifying processors with budgeted capital plans, MeatProcessingXchange provides suppliers with an extremely cost-effective, one-on-one selling opportunity.

Contact: Nick Sattler, Strategic Account Manager
PH: 952-224-7613 | nsattler@verticalxchange.com

www.meatprocessingxchange.com



14th Annual Food Safety Summit

April 17-19, 2012
Washington, D.C.
Washington 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.

B/W Print Rates

Ad Size	1x	3x	6x	12x	18x
Full Page	\$4,260	\$3,950	\$3,770	\$3,600	\$3,400
2/3 Page	\$3,120	\$2,970	\$2,810	\$2,640	\$2,520
1/2 Island	\$2,750	\$2,610	\$2,500	\$2,320	\$2,190
1/2 Page	\$2,460	\$2,400	\$2,280	\$2,160	\$2,020
1/3 Page	\$1,760	\$1,700	\$1,610	\$1,470	\$1,390
1/4 Page	\$1,430	\$1,330	\$1,240	\$1,170	\$1,130

*10% Premium for Cover Positions

Color Rates

4- or 3-Color Process	
Per Page	\$1,570
Per Spread	\$2,810
Per 1/2-page	\$1,080
Special Color	
Per Page	\$1,410
Per Spread	\$2,510
Per 1/2-page	\$900

B/W Print Rates

Ad Size	1x	3x	6x
Full Page	\$3,550	\$3,250	\$3,070
2/3 Page	\$2,450	\$2,320	\$2,150
1/2 Island	\$2,100	\$1,960	\$1,840
1/2 Page	\$1,820	\$1,750	\$1,650
1/3 Page	\$1,130	\$1,080	\$980

*10% Premium for Cover Positions

Color Rates

4- or 3-Color Process	
Per Page	\$1,130
Per Spread	\$2,010
Per 1/2-page	\$800
Special Color	
Per Page	\$990
Per Spread	\$1,730
Per 1/2-page	\$640

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.bnpmmedia.com> and choose *National Provisioner* from the drop down menu and follow on screen directions. Please e-mail Production Manager Gail Porter at porter@bnpmmedia.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 1/2 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, telemarketing, 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:

Kevin Collopy, Sr. Account Manager
Ph: 800-223-2194, ext. 684
kevin.collopy@infogroup.com

Michael Costantino, Sr. Account Manager
Ph: 800-223-2194, ext. 748
michael.costantino@infogroup.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@bnpmmedia.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:

Brian Biddle
Production Manager
BNP Media
155 Pflugsten Road, Suite 205
Deerfield IL 60015
PH: 847-405-4104
biddleb@bnpmmedia.com

THE NATIONAL PROVISIONER

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

CONTACT US

DAVE LURIE

Publisher/Mid-West
PH: 248-224-0752
luried@bnpmedia.com

RICK PARSONS

Associate Publisher/East Coast & Int'l.
PH: 407-302-7952
parsonsr@bnpmedia.com

WAYNE WIGGINS

Great Plains/West Coast
PH: 415-387-7784
wwiggins@wigginscompany.com

DIANA ROTMAN

Classified Sales Manager
PH: 847-405-4116
rotmand@bnpmedia.com



BNP Media Helps People Succeed
in Business With Superior Information

2401 W Big Beaver Rd # 700 | Troy, MI 48084

Comprehensive Industry Exposure

BNP Media's Food, Beverage & Packaging Group

Our expansive portfolio of food, beverage and packaging magazines gives you an unmatched resource to reach decision-makers in all areas! Consider these other BNP Media publications as part of your marketing reach:

- *Brand Packaging*
- *Candy Industry*
- *Contract Manufacturing & Packaging*
- *Dairy Foods*
- *Flexible Packaging*
- *Food & Beverage Packaging*
- *Food Engineering*
- *Food Master*
- **Independent Processor**
- *Industria Alimenticia*
- **The National Provisioner**
- *Prepared Foods*
- *Private Label Buyer*
- *Refrigerated & Frozen Foods*
- *Refrigerated & Frozen Foods Retailer*
- *Snack Food & Wholesale Bakery*

Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools, we help your business grow and succeed in today's marketplace.

Contact: Beth Surowiec
PH: 248-786-1617
surowiecb@bnpmedia.com
www.clearseasresearch.com



Content Development - Custom Publishing - Market-Specific Delivery

Web: <http://custommedia.bnpmedia.com>

BNP Custom Media Group 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 custommedia.bnpmedia.com or contact us directly: Chris Wilson | (248) 244-8264 | wilsonc@bnpmedia.com.

2012 Integrated Media Planner