

# THE NATIONAL PROVISIONER

The Authority on the Business of Meat and Poultry Processing

## 2013 protein processing industry media planner

### New for 2013:

- Redesigned National Provisioner and Independent Processor magazines
- Redesigned Provisioner Prime eNewsletter
- Sponsorship Program for Bacon, Sausage, Deli and Burger Reports
- Food Safety Special Report Supplement
- Meat Industry Hall of Fame Supplement
- New integrated trade show exhibitor promotion program



# THE NATIONAL PROVISIONER



## Bringing You the Largest Meat, Poultry and Seafood Processor Circulation!<sup>2</sup>

For 123 years, *The National Provisioner* has been the most revered and respected trade media brand reporting the progress of people, process and products for the protein processing industry. Through its monthly magazine, *Independent Processor*, ProvisionerOnline.com website, ProvisionerPrime bi-weekly email newsletter, web seminars, podcasts and ProvisionerTV, *The National Provisioner's* editorial team of industry experts offers insights on processing and packaging innovations, regulatory issues, food safety and technology advances for processing industry professionals from the corner office to the plant floor.

### No. 1 in Circulation<sup>2</sup>

Circulation Comparison

<b>Meat, Poultry &amp; Seafood Processor Circulation<sup>2</sup></b>	<b>The National Provisioner</b>	22,009
	Meat & Poultry	17,957
	Meatingplace	18,565
<b>General/Senior Management Circulation<sup>3</sup></b>	<b>The National Provisioner</b>	11,776
	Meat & Poultry	10,247
	Meatingplace	10,052
<b>Operations &amp; Engineering Circulation<sup>4</sup></b>	<b>The National Provisioner</b>	8,329
	Meatingplace	5,884
	Meat & Poultry	6,005
<b>Research &amp; Development Circulation<sup>5</sup></b>	<b>The National Provisioner</b>	3,358
	Meatingplace	3,373
	Meat & Poultry	2,585

"The National Provisioner provides relevant, accurate and up-to-date information about the leading trends and processes in the meat and poultry industries. I value their perspective and view them as a trusted source for industry news."

- Bryan Dextrickson, Plant Manager, OSI Group

"The National Provisioner offers me great industry insight on the latest trends in safety, sustainability and new products, and I also use it to keep tabs on all the latest industry seminars. For me, it's all-inclusive. I particularly love the processor profiles and special reports, as they are very informative and timely."

- Dave Frank, Senior Vice President of Sales & Marketing, Land O'Frost



## Readership Study<sup>1</sup>

### Number 1 in Readership<sup>1</sup>

In April 2012, *The National Provisioner* commissioned an independent study by Litchfield Research. Below are some of its findings. To read more, please go to ProvisionerOnline.com:

Which of the following industry publications do you read regularly?

**The National Provisioner 61%**

Meat&Poultry 39%

Meatingplace 34%

Which of the following industry publications provides the most useful information for your business?

**The National Provisioner 49%**

Meatingplace 29%

Meat&Poultry 22%

Which of the following magazines delivers information and insights I can't find elsewhere?

**The National Provisioner 54%**

Meatingplace 29%

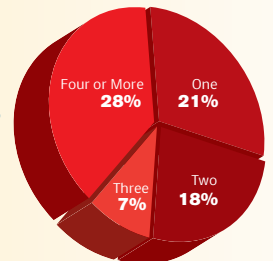
Meat&Poultry 18%

How many others at your company read or look through your copy of *The National Provisioner*?

Average readers per Copy: 3 People

Total Audience of *The National Provisioner*:

**76,500**



<sup>1</sup> Source: Litchfield Research independent study in April 2012  
<sup>2</sup> Compared to NP, Meat & Poultry and Meatingplace BPA Circulation Statements, June 2012; NP analyzed TQ - 25,500, M&P analyzed TQ - 22,240, MP analyzed TQ - 25,010.  
<sup>3</sup> NP includes General Management/Administration; M&P includes Senior Management/General Management/Management; MP includes Senior Management.  
<sup>4</sup> Includes Plant Production, Warehouse, Distribution and Management.  
<sup>5</sup> Includes Education.

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



**Andy Hanacek**  
Editor-in-Chief

Hanacek has been invited to profile 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 across 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.



**Joe Cordray**  
Iowa State University

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



**Gary McMurray**  
Georgia Tech Research Institute

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



**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.



**Mark Reed**  
Border Management Strategies (BMS)

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



**Dan Emery**  
Meaningful Solutions

Emery has 25 years experience in the food industry, including 15 as VP of marketing at Pilgrim's Pride.



**Phillip Slater** Consultant

With more than 25 years experience, Slater has helped rebuild and reorganize MRO stores and spares-management systems for engineering-based organizations in more than 17 countries.



**Dennis Johnson**  
Olsson Frank Weeda Terman Bode Matz PC

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



**Shawn Stevens** Consultant

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



**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.



**Steve Valesko** Butterball LLC

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



**Leigh Ann Johnston** Tyson Foods

Johnston is part of a three-person team leading Tyson Foods' sustainability efforts at the corporate level and is currently serving the co-chair of AMI's Sustainability Committee.



**John Vatri**  
Cardinal Meat Specialists Ltd

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




**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.



**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.

2013	January	February	March	••• FOOD SAFETY SUPPLEMENT •••	April	May	June
	<i>Closes Dec 11</i>	<i>Closes Jan 11</i>	<i>Closes Feb 11</i>		<i>Closes Mar 11</i>	<i>Closes Apr 10</i>	<i>Closes May 11</i>
Features and Special Reports	<b>2013 Economic Outlook</b>	<b>The Sausage Report</b>	<b>Buyers Guide</b> 		<b>Food Safety Supplement</b>	<b>The Top 100 Processors</b>	<b>Processor of the Year</b>
Processing Technology	Injection & Marination	Freezing Systems	Slicers		Mixers/ Mixing Technology	Stuffers and Grinders	Whole-Muscle Processing
	Slaughter Equipment	Quarterly Spare Parts & MRO Report			Cutting Equipment	Quarterly Spare Parts & MRO Report	Lubricants
Food Safety	Food Defense & Food Security	Traceability	Sanitation Equipment and Sanitizers		Apparel	Metal Detection/ X-ray Systems	Carcass Wash & Pre-harvest Interventions
Packaging Technology	Trays & Tray-sealers	MAP & Overwrap Packaging	Weighing & Labeling Systems		Interleaving & Stacking	Zippers, Sliders & Recloseable Packaging	Casings & Nettings
Ingredients & Formulation	Phosphates	<b>Formulation Strategies</b> • Convenience & at-home eating trends • Antimicrobial & antioxidant seasonings & spices • Culinary spice trends			Gums, Binders and Emulsifiers	<b>Formulation Strategies</b> • Savory flavoring systems (sauces & marinades) • Cost-saving formulations (binders & enzymes)	Phages and Food Safety Ingredients
Special Sponsorship Opportunity		<b>NEW</b> Sausage Report Print & Digital Sponsorship					
Advertiser Incentives <small>(for 1/2 Page or Larger Display Advertisers in Issue)</small>	<b>FREE</b> Print & Digital IPPE Exhibitor Profile Promotion	<b>LEAD ADVANTAGE</b> Free Sales Leads	<b>FREE</b> Enhanced Supplier Listings in print & digital editions		<b>LEAD ADVANTAGE</b> Free Sales Leads	<b>FREE</b> Website in Print Ad (1/6 pg)	<b>LEAD ADVANTAGE</b> Free Sales Leads
	Buy One Ad, Get 2nd Ad in January FREE		<b>FREE</b> Print & Digital IFFA Exhibitor Profile Promotion		<b>FREE</b> Print & Digital FSS Exhibitor Profile Promotion		<b>FREE</b> Print & Digital IFT Exhibitor Profile Promotion
Bonus Distribution	<b>IPPE Show</b> Jan 29 - 31 Atlanta	<b>NAMA MeatXPO</b> Feb 10-13 Las Vegas			<b>Food Safety Summit</b> April 30-May 2 Baltimore <b>IFFA</b> May 4-9 Frankfurt		<b>IFT</b> July 13-16 Chicago
Other Opportunities	Must See Products eBlast	Supplier Literature Showcae	Must See Products eBlast			Must See Products eBlast	Supplier Literature Showcae

# 2013 EDITORIAL CALENDAR

July	August	SPECIAL EVENT	September	MEAT INDUSTRY HALL OF FAME SUPPLEMENT...	October	November	December	
<i>Closes June 11</i>	<i>Closes July 10</i>		<i>Closes Aug 11</i>		<i>Closes Sept 11</i>	<i>Closes Oct 11</i>	<i>Closes Nov 11</i>	
<b>The Burger Report</b>	<b>The Bacon Report</b>	<b>MEAT PROCESSING XCHANGE</b>	<b>2013 PLANT OF THE YEAR</b>	<b>MEAT INDUSTRY HALL OF FAME SUPPLEMENT...</b>	<b>ANNUAL RECAP &amp; FORECAST SERIES</b>			
			<b>The Deli Report</b>		<b>State of the Industry</b> • Updates on the beef, pork, chicken, turkey, lamb, veal and technology.	<b>Consumer Trends Report</b> • Highlighting the trends and issues shaping the consumer landscape heading into 2014.	<b>Plant Design &amp; Construction Report</b>	
Cooking/Chilling Systems	Wastewater Systems		Slicing/Portion Control		Floors, Doors and Walls	Conveyors and Belting	IPPE Pre-Show Report	
Forming Technology	Quarterly Spare Parts & MRO Report		Worker Safety Equipment and Systems		Cutting & Deboning Lines	Quarterly Spare Parts & MRO Report	Ovens, Fryers & Smokehouses	
Employee Hygiene	High-Pressure Pasteurization		Clean-in-Place & Open Plant Cleaning		The State of Food Safety	Rapid Testing	Antimicrobial Sprays & Dips	
Form/Fill/Seal	Sustainable Packaging		Microwaveable Packaging		The State of Packaging	Films & Barrier Technology	Chubs	
Low-sodium & Sodium Reduction	<b>Formulation Strategies</b> •Culinary trends (side dishes and appetizers) •Adding texture (gums, fiber, starches) •Batters/breading technology		Marinades, Brines, Seasonings		Shelf-life Extenders	<b>Formulation Strategies</b> •Breakfast trends •Moisture retention •Low-fat & high-protein formulations (soy, etc.)	Health-conscious Ingredients	
<b>NEW</b> Burger Report Print & Digital Sponsorship	<b>NEW</b> Bacon Report Print & Digital Sponsorship		<b>NEW</b> Deli Report Print & Digital Sponsorship					
<b>FREE</b> Video on Provisioner Online.com, July-Dec	<b>LEAD ADVANTAGE</b> Free Sales Leads		<b>FREE</b> Print & Digital Pack Expo Exhibitor Profile Promotion		<b>LEAD ADVANTAGE</b> Free Sales Leads	<b>FREE</b> Print & Digital Process Expo Exhibitor Profile Promotion	<b>FREE</b> Website in Print Ad (1/6 pg)	<b>LEAD ADVANTAGE</b> Free Sales Leads
<b>AAMP</b> July 18-20 Charleston			<b>SEPTEMBER 2013</b>  MPX IS A STRATEGIC IN-PERSON EVENT PUTTING BUYERS AND SELLERS FACE-TO-FACE		<b>PACK EXPO</b> Sept 23-25 Las Vegas	<b>PROCESS EXPO</b> Nov 3-6 Chicago		<b>IPPE SHOW</b> Jan 29 - 31 Atlanta
Must See Products eBlast			Must See Products eBlast	Supplier Literature Showcae	Must See Products eBlast			

# PROVISIONERONLINE.COM

## Online Advertising

### 1. LEADERBOARD (728 x 90 pixels)

- a. Rotation available
- b. Run-of-site (R.O.S)
  - Monthly Rotating (1 of 4)
  - Monthly Exclusive

### 2. MEDIUM RECTANGLE (300 x 250 pixels)

- a. Run-of-site (R.O.S)
- b. Rotation available
  - Monthly Rotating (1 of 4)
  - Monthly Exclusive

### 3. RECTANGLE 2 adjacent spots (180 x 150)

- a. Home page only
- b. Rotation available

### 4. RICH MEDIA (not shown)

- a. Expandable Leaderboard (R.O.S)
  - Monthly
  - Monthly Floating Ad
  - Monthly Peel Ad
  - Monthly

### 5. PROVISIONER TV

The screenshot shows the ProvisionerOnline.com website with several advertising spots highlighted by red callout boxes:

- 1**: A banner at the top of the main content area with the text "Knowing who you want to reach is only half the battle. Reaching them where they are, that's where we come in." and the bnp media logo.
- 2**: A video player titled "Weekly Insider's Red Meat Report" with a play button overlay.
- 3**: A banner for "bnp media" and "PROVISIONER ONLINE .COM" with a red arrow pointing to the website name.
- 4**: A video player titled "Powered by Provisioner TV" showing a person in a lab coat.
- 5**: A sidebar section titled "Sponsorships Available" with a list of logos including URNER BARRY, AMI, FMI, fpsa, and IFT.

## 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 Integration

**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 audited and reported by BPA Worldwide. The Google Analytics system is in conformance with the Interactive Advertising Bureau (IAB) Audience Reach Measurement Guidelines that were released in February 2009. The National Provisioner provides a convenient, reliable online system that media decision makers can log on to get monthly detailed and accurate web traffic reports at bpaww.com via the Audited Site Traffic Data tool.





## 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!

## ProvisionerPRIME eNewsletter

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

igital  
rated  
dia

#1 Fastest Growing Trade Show 2011 | EXPO Magazine  
MORE TO COME | NOV. 3-6, 2013 | CHICAGO

THE NATIONAL  
**PROVISIONER** PRIME

**LATEST HEADLINES**

- Third-party audit of Murphy-Brown facilities endorses continued ISO-14001 certification
- Can garlic help fight campy?
- Glorious Malone's Fine Sausage introduces country pates
- National Pork Board promotes ease, versatility of pulled pork

**MOST POPULAR STORIES**

- Turning the "plague" on a new chapter in food safety
- You can go home again
- Tyson Deli answers consumer demand for innovation in bulk ham deli offerings

**TODAY'S MARKET VIDEO**

DAILY PRICE POINTS FOR PROTEINS

**POLL RESULTS**

Do you use high-pressure processing in your facility?

67% YES  
14% NO  
2% UNDECIDED

**NEW PRODUCTS**

Eckrich debuts Bacon Lovers deli meat line

**LATEST FEATURE**

**Locked and loaded**  
Without wavering, Land O'Prost has followed its long-term growth plan, expanded via acquisition and invested significantly in product and process innovations.

**PODCASTS & VIDEOS**

Expert insight, research and analysis

**1** Top Leaderboard  
728 x 90 pixels

**2** First Medium Rectangle  
300 x 250 pixels

**3** Second Medium Rectangle  
300 x 250 pixels

**4** Text Box

**5** Lower Leader Board  
728 x 90 pixels

**PROVISIONER 2012 Sausage Report**

Do you have news and information you would like featured? Contact our editors.

## 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 4,493\* 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.

\*Publisher's Data from Hallmark Powered by Exact Target, April 2012

# 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.

## 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 2012

## 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.

## Supported By:



2013	February	April	June	August	October	December
	<i>Closes Jan 11</i>	<i>Closes Mar 11</i>	<i>Closes May 10</i>	<i>Closes July 11</i>	<i>Closes Sep 11</i>	<i>Closes Nov 11</i>
<b>Cover</b>	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature
<b>Independent Operations</b>	2013 Industry Outlook	Social Media Marketing	Top 75 Report	Running a Retail Store	Family-Run Businesses: The Next Generation	Supporting Higher Education
<b>Product Focus</b>	Portion Control Products	Lamb/Veal	Sausage	Hamburgers	Barbecue	Poultry
<b>Growth Opportunities</b>	Natural & Organic Market	Sports Sponsorships	Cured Meat Competition	Budgeting for Capital Expenditures	Opportunities in Foodservice	Exports
<b>Production</b>	Worker Safety	Food Safety	Ground Beef Production	Packaging	Spices, Marinades & Seasonings	Poultry Processing
<b>Advertiser Incentives</b> <small>(for 1/2 Page or Larger Display Advertisers in Issue)</small>	Buy One Ad, Get 2nd Ad in February FREE	<b>LEAD ADVANTAGE</b> Free Sales Leads  <b>FREE</b> Print & Digital FSS Exhibitor Profile Promotion	<b>FREE</b> Print & Digital AAMP & IFT Exhibitor Profile Promotion	<b>LEAD ADVANTAGE</b> Free Sales Leads  <b>FREE</b> Print & Digital Pack Expo Exhibitor Profile Promotion	<b>FREE</b> Print & Digital Process Expo Exhibitor Profile Promotion	<b>LEAD ADVANTAGE</b> Free Sales Leads  <b>FREE</b> Print & Digital IPPE Exhibitor Profile Promotion
<b>Bonus Distribution</b>	<b>NAMA MeatXPO</b> Feb 10-13 Las Vegas	<b>Food Safety Summit</b> April 30-May 2 Baltimore  <b>IFFA</b> May 4-9 Frankfurt	<b>AAMP</b> July 18-20 Charleston  <b>IFT Show</b> July 13-16 Chicago	<b>PACK EXPO</b> Sept 23-25 Las Vegas	<b>PROCESS EXPO</b> Nov 3-6 Chicago	<b>IPPE Show</b> Jan 29 - 31 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 2013 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

### 2013 Online Edition: [sourcebook.ProvisionerOnline.com](http://sourcebook.ProvisionerOnline.com)

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

\*December 2012 BPA Brand Report



## 15th Annual Food Safety Summit

April 30-May 2, 2013  
 Baltimore, Maryland  
 Baltimore 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](http://www.foodsafetysummit.com) for more information or contact Chuck Wilson at [wilsoncm@bnpmmedia.com](mailto:wilsoncm@bnpmmedia.com) or 630-962-0078.

## MeatProcessingXchange<sup>SM</sup>

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](mailto:nsattler@verticalxchange.com)



[www.meatprocessingxchange.com](http://www.meatprocessingxchange.com)

THE NATIONAL  
**PROVISIONER**

EFFECTIVE JANUARY 2013  
ISSUED SEPTEMBER 2012

**B/W Print Rates (GROSS)**

Ad Size	1x	3x	6x	12x	18x
Full Page	\$4,390	\$4,070	\$3,885	\$3,710	\$3,505
2/3 Page	\$3,215	\$3,060	\$2,895	\$2,720	\$2,600
1/2 Island	\$2,835	\$2,690	\$2,575	\$2,390	\$2,260
1/2 Page	\$2,535	\$2,475	\$2,350	\$2,225	\$2,085
1/3 Page	\$1,815	\$1,755	\$1,660	\$1,515	\$1,435
1/4 Page	\$1,475	\$1,370	\$1,280	\$1,210	\$1,165

\*10% Premium for Cover Positions

**Color Rates**

4- or 3-Color Process	
Per Page	\$1,620
Per Spread	\$2,895
Per 1/2-page	\$1,115

Special Color	
Per Page	\$1,455
Per Spread	\$2,590
Per 1/2-page	\$930

**Ad Sizes**

Trim Size: 8 x 10<sup>1/4</sup> inches  
All sizes in inches

**2-PAGE SPREAD**  
Non-Bleed: 15 x 10  
Bleed: 16<sup>1/4</sup> x 11

**FULL**  
Non-Bleed:  
7 x 10  
Bleed:  
8<sup>1/4</sup> x 11

**2/3 VERTICAL**  
Non-Bleed:  
4<sup>1/2</sup> x 10  
Bleed:  
5<sup>3/16</sup> x 11

**1/2 VERTICAL**  
Non-Bleed:  
3<sup>3/8</sup> x 10  
Bleed:  
4 x 11

**1/2 HORIZONTAL**  
Non-Bleed:  
7 x 4<sup>7/8</sup>  
Bleed:  
8<sup>1/4</sup> x 5<sup>3/8</sup>

**1/2 ISLAND**  
Non-Bleed:  
4<sup>1/2</sup> x 7<sup>1/2</sup>

**1/3 SQUARE**  
Non-Bleed:  
4<sup>1/2</sup> x 4<sup>7/8</sup>

**1/3 HORIZONTAL**  
Non-Bleed:  
7 x 3<sup>3/8</sup>  
Bleed:  
8<sup>1/4</sup> x 4

**1/3 VERTICAL**  
Non-Bleed:  
2<sup>1/4</sup> x 10  
Bleed:  
2<sup>7/8</sup> x 11

**1/4 SQUARE**  
Non-Bleed:  
3<sup>3/8</sup> x 4<sup>7/8</sup>

**1/4 HORIZONTAL**  
Non-Bleed:  
7 x 2<sup>3/8</sup>  
Bleed:  
8<sup>1/4</sup> x 3

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

**Shipping Instructions:**

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

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

INDEPENDENT  
**PROCESSOR**

EFFECTIVE JANUARY 2013  
ISSUED SEPTEMBER 2012

**B/W Print Rates (GROSS)**

Ad Size	1x	3x	6x
Full Page	\$3,660	\$3,350	\$3,165
2/3 Page	\$2,525	\$2,390	\$2,215
1/2 Island	\$2,165	\$2,020	\$1,900
1/2 Page	\$1,875	\$1,805	\$1,700
1/3 Page	\$1,165	\$1,115	\$1,010

\*10% Premium for Cover Positions

**Color Rates**

4- or 3-Color Process	
Per Page	\$1,165
Per Spread	\$2,075
Per 1/2-page	\$825

Special Color	
Per Page	\$1,020
Per Spread	\$1,785
Per 1/2-page	\$660

**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: \$150 per inch
- 3x: \$135 per inch
- 6x: \$120 per inch
- 12x: \$110 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.

**FTP Login Information:** Go to <http://dfupload.bnpmedia.com> and choose National Provisioner from the drop down menu and follow on screen directions. Please notify Production Manager Brian Biddle at [biddleb@bnpmedia.com](mailto:biddleb@bnpmedia.com) when 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 (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:** The most powerful, responsive list of protein processing professionals is just a call away. Complement your advertising program and introduce new products by renting *The National Provisioner's* exclusive subscriber list. Contact Kevin Collopy of InfoGroup at [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com) or 402-836-6265.

**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 at (248) 244-1726 or [devriesj@bnpmedia.com](mailto:devriesj@bnpmedia.com)

The **Authority** on the  
Business of Meat and Poultry Processing

## Contact our sales staff today

### SCOTT SELTZ

*Publisher/Mid-West*  
Ph: 779-221-9431  
seltzs@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

## 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:

- Beverage Industry
- Brand Packaging
- Candy Industry
- Contract Manufacturing & Packaging
- Dairy Foods
- Flexible Packaging
- Food & Beverage Packaging
- Food Engineering
- Food Master
- Industria Alimenticia
- Perishables Buyer
- Prepared Foods
- Private Label Buyer
- Refrigerated & Frozen Foods
- Refrigerated & Frozen Foods Retailer
- Snack Food & Wholesale Bakery

## CONTENT DEVELOPMENT • CUSTOM PUBLISHING • MARKET-SPECIFIC DELIVERY

Orangetap 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.



orangetap

Learn more about custom publishing and content marketing at [www.bnporangetap.com](http://www.bnporangetap.com). Or contact us for a free marketing consultation at [orangetap@bnpmedia.com](mailto:orangetap@bnpmedia.com)

## MAKING THE COMPLEX CLEAR



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or [surowieb@clearseasresearch.com](mailto:surowieb@clearseasresearch.com).



BNP Media Helps People Succeed  
in Business With Superior Information

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