

THE NATIONAL PROVISIONER

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

www.ProvisionerOnline.com

Bringing You the Largest Circulation
in the Market with 25,500*
Meat, Poultry and Seafood
Professionals.

Print



Online



Events



MeatProcessingXchange™
MEAT PROCESSING BUSINESS | POULTRY PROFESSIONALS

New for 2011:

- >> AMI Processor Profiles
- >> Urner Barry Daily Market Video
- >> Urner Barry Daily Market Prices
- >> MISA Profiles
- >> AMI Digital Show Daily

“Well, you know you
have made it in the meat
business when you
appear on the cover of
The National Provisioner...”

Land O’Frost Testimonial Letter,
May 2010



2011 Integrated Media Planner

*December 2010 BPA Statement

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

PROVISIONERONLINE.COM

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

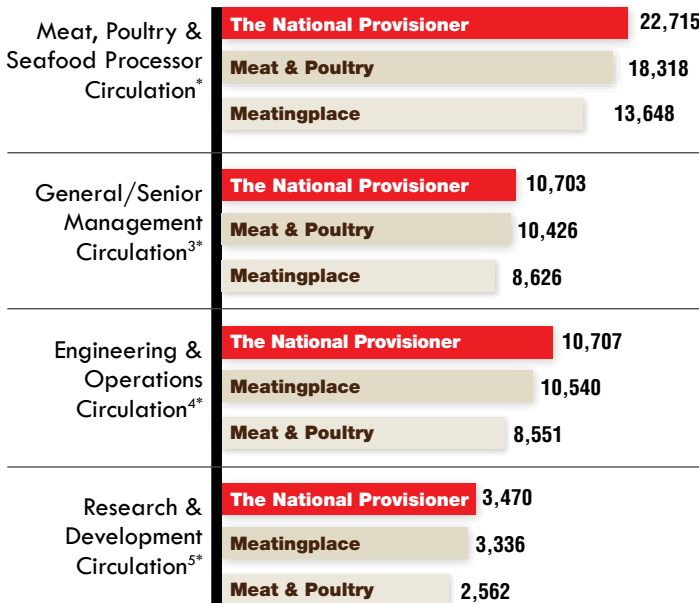
The National Provisioner provides the meat, poultry and seafood industry with the latest technical processing and packaging information, including updates on food safety, new products and the most up-to-date trends. We guarantee our advertisers a superior editorial environment that ensures better-read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

Circulation Comparison



No. 1 in Readership¹

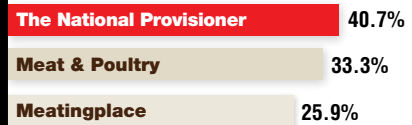
In partnering with *The National Provisioner* your advertising message is seen more often, read more thoroughly and acted upon with more intensity by your key customers and prospects!

Readership Study

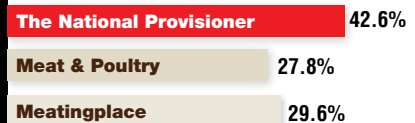
Which magazines do you receive?¹



Which of these magazines do you find most useful in your job?¹



Which of these magazines does the best job delivering operations/processing technologies?¹



Which of these magazines does the best job delivering packaging technologies?¹



* Compared to NP, Meat & Poultry and Meatingplace BPA Circulation Statements, December 2010; NP analyzed TQ - 25,500, M&P analyzed TQ - 22,136, MP analyzed TQ - 25,025.
¹ Source: AD Score Readership Study, July 2009
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 manages the editorial strategy and production of *The National Provisioner* and several of its associated brands and products. He consistently visits many of the most successful and innovative processors across the country, reporting on protein-processing challenges in exclusive, one-on-one tours of processing facilities and interviews with some of the most respected and esteemed executives in the business. Hanacek contributes more than a decade of journalism experience in a variety of formats.



Sam Gazdziak *Sr. Editor*

Sam 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.



Richard Mitchell *Sr. Editor*

A trade publications editor for two decades, Richard Mitchell has been covering the meat industry since 2004. Mitchell is also editor-in-chief of *Meat & Deli Retailer*.



Barbara Young *Editor Emeritus*

Editor emeritus Barbara Young brings 17-plus years of meat industry coverage and insight to our digital and print products.



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.



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.



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.



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.



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.



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.



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.



Gary McMurray

Georgia Tech Research Institute

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



Mark Reed

Border Management Strategies (BMS)

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



Shawn Stevens *Consultant*

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



Steve Valesko *Butterball LLC*

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



Kurt Vogel *Colorado State*

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

THE NATIONAL PROVISIONER

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING



MEATXPO11



IFT



	January Closes Dec. 10	February Closes Jan. 11	March Closes Feb. 10	Closes Feb. 10	April Closes March 10	May Closes Apr. 9	June Closes May 10
Features & Special Reports	2011 Economic Outlook	Annual Sausage Report	Food Safety Innovator Profile	Food Safety Special Report	Buyer's Guide 	The Top 100 Processors	Processor of the Year
Processing Technology	Injection / Marination Slicers	Robotics / Vision Systems Freezing Systems	Stuffers & Grinders Lubricants		Mixers / Mixing Technology Separators	Software Systems Cutting Equipment	Energy Management, Heat Recovery, and Sustainable Operations Slaughter Equipment
NEW Exclusive Supplements		Sanitary Plant Design	Whole-muscle Processing			Spare Parts & MRO	Sausage Processing
Food Safety	Employee Hygiene	Apparel	Video Surveillance, Biosecurity & Anti-Tampering		Rapid Testing	Sanitizers	Metal Detection & X-ray Systems
Packaging Technology	Trays, Tray-sealers & Lids	MAP & Overwrap	Weighing & Labeling Systems		Interleaving & Stacking	Microwaveable Packaging	Casings & Nettings
Ingredients & Formulations	Low Sodium/Sodium Reduction	Phosphates	Formulation Strategies <ul style="list-style-type: none"> • New retail products • Convenience, at-home eating trends • Antimicrobial, antioxidant seasonings • Culinary spices 		Gums, Binders & Emulsifiers	Formulation Strategies <ul style="list-style-type: none"> • New retail products • New product trends • Savory flavorings • Cost-saving formulations 	Health-conscious Ingredients
Advertiser Incentives for 1/2-page or larger display advertisers in issue	Buy One Ad, Get One Free! Inside the January issue	LEAD ADVANTAGE FREE Sales Leads FREE Meatxpo Exhibitor eBlast	FREE 1/3 Page AMI Exhibitor Profile		LEAD ADVANTAGE FREE Sales Leads	FREE IFT Exhibitor eBlast	FREE Sponsorship of "Processor of the Year" Article in Print and in the Digital Edition LEAD ADVANTAGE FREE Sales Leads
Bonus Distribution and Other Opportunities	IPE Jan. 26-28 Atlanta, GA	Meatxpo Feb. 13-16 Las Vegas, NV	AMI Show April 13-16 Chicago, IL Food Safety Summit April 19-21 Washington D.C. Supplier Literature Showcase			IFT June 11-15 New Orleans, LA AAMP June 16-18 Kansas City, MO	Supplier Literature Showcase

2011 EDITORIAL CALENDAR



Two Issue Package

July Closes June 10	SPECIAL REPORT Closes June 10	August Closes July 9	SPECIAL EVENT	September Closes Aug. 10	October Closes Sept. 10	November Closes Oct. 11	December Closes Nov. 10		
Deli Report/ Processing Awards	Inside Hormel Foods Unprecedented access to the strategies of Hormel Foods and its associated brands. Includes: *History *Executive Strategies *Products/ Brands *Corporate Culture *Future Growth Plans	The Bacon Report	Meat Processing Exchange Sept. 11-14, 2011 MPX is a strategic in-person event putting buyers and sellers face-to-face.	Health & Wellness Solutions	State of the Industry	2012 Consumer Trends Report	2012 Capital Expenditures Survey		
Smokehouse Equipment & Accessories		Conveyors & Belting		Wastewater Systems	Annual Recap & Forecast Series		Process Controls		
Forming Technology		Stainless-steel Processing Accessories		Worker Safety Equipment	Floors, Doors & Walls	Stuffers & Grinders	Ovens, Fryers & Smokehouses	Cutting & Deboning Lines	
Cooking/Chilling Systems		Slicing & Portion Control		Injection / Marination	Deli Processing	Bacon Processing			
Traceability		Pest Control		Clean-in-Place, Open Plant Cleaning (OPC)	The State of Food Safety	Inspection & Detection Systems		Antimicrobial Sprays & Dips	
Form/Fill/Seal		Vacuum Packaging		Sustainable Packaging	The State of Packaging	Films / Barrier Technology		Chubs	
Ingredient Solutions to Improve Food Safety		Marinades, Brines & Seasonings		Formulation Strategies	Shelf Life Extenders	Formulation Strategies		Low Sodium / Sodium Reduction	
FREE 1,000 Direct Mail Subscriber Names (no emails)		LEAD ADVANTAGE FREE Sales Leads		Process Expo Show Package Advertise in September and October and Receive a Second Ad FREE in the October Issue				FREE 1,000 Direct Mail Subscriber Names (no emails)	FREE 1/3 Page IPE Exhibitor Profile
FREE Website in Print Ad (1/6th page)				FREE 1/3 Page PackExpo Exhibitor Profile	FREE 1/3 Page Process Expo Exhibitor Profile	LEAD ADVANTAGE FREE Sales Leads	FREE Website in Print Ad (1/6th page)	LEAD ADVANTAGE FREE Sales Leads	FREE Product eBlast
						PackExpo Sept. 26-28 Las Vegas, NV	Process Expo Nov. 1-4 Chicago, IL		
				Supplier Literature Showcase					

PROVISIONERONLINE.COM

ONLINE ADVERTISING

Banner Ads

Premier positioning helps increase awareness of your company. Display includes hotlink at the top of the homepage in rotation schedule. 468 x 60 pixels

Skyscraper Ads

Great for a larger/longer message, to show a product photo, brochure and more. 120 x 600 pixels

Mini Skyscraper Ads

A perfect mid-sized ad placed within rotation schedule. 120 x 240 pixels

Tile Ads

Square-shaped ads appear on the homepage location in rotation schedule. 125 x 125 pixels

Special interactive features make your advertisement stand out! Draw attention to your products with these simple upgrades.

Expandable Banner	Floating Ad
Page Peel	White Paper



NEW 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.



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

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 4 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!

* Publishers Data June 2010

BPA-AUDITED WEBSITE TRAFFIC
Traffic on ProvisionerOnline.com is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, Site-Census, 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.



Powered by Nielsen Online



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.

ITAL
RATED
DIA



- **Top Banner**
468 x 60 pixels
- **Tile**
125 x 125 pixels
- **Horizontal Banner**
468 x 60 pixels

PROVISIONER TV

Position your company as a cutting-edge provider of industry-leading information with your own video! Short video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits and provide demonstrations or educational information on technical advancements.



Provisioner Prime delivers your sales message to 7,209* subscribers in operations, engineering, senior executive management and purchasing positions. We are reaching more and more decision-makers each week as our subscriber base continues to grow. In fact, the number of opt-in subscribers for our eNewsletter has increased by 81% in just the past year alone!

* Publishers Data June 2010

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 2010

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.

Endorsed By:



AMERICAN
ASSOCIATION
OF MEAT
PROCESSORS



NORTH AMERICAN MEAT PROCESSORS ASSOCIATION



NATIONAL MEAT ASSOCIATION



SOUTHWEST MEAT ASSOCIATION



2011 EDITORIAL CALENDAR

MEATXPO11



	January February Closes January 11	March April Closes February 10	May June Closes April 11	July August Closes July 10	September October Closes September 10	November December Closes November 10
Cover	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature
Independent Operations	2011 Industry Outlook	Bank Relationships	Top 75 Report	Maintaining Employee Safety	Plant Design	Green Initiatives
Product Focus	Ham	Deli Meat	Sausage	Lamb & Veal	Turkey	Beef
Sales & Marketing	Social Networks	Selling for Summer	Package Design	Consumer Trends	Private Labeling	Natural/Organic Markets
Production	Humane Slaughter	Slicers	Smokehouses & Ovens	Software	Conveyors	Packaging
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	LEAD ADVANTAGE FREE Sales Leads	FREE 1/3 Page Process Expo Exhibitor Profile FREE Process Expo eBlast	FREE 1/3 Page IPE Exhibitor Profile FREE Product eBlast LEAD ADVANTAGE FREE Sales Leads
Bonus Distribution	Meatxpo Feb. 13-16 Las Vegas, NV	AMI April 13-16 Chicago, IL Food Safety Summit April 19-21 Washington D.C	IFT June 11-15 New Orleans, LA AAMP June 16-18 Kansas City, MO	PackExpo Sept. 26-28 Las Vegas, NV	Process Expo Nov. 1-4 Chicago, IL	IPE Jan. 26-28 Atlanta, GA

In Every Issue, *Independent Processor* Features:

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

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

Higher Education: Profiles of colleges and universities that assist the meat industry

Washington Update: The latest regulatory news on issues that effect small processors



MeatProcessingXchangeSM

PRESENTED BY THE NATIONAL PROVISIONER | POWERED BY VERTICALXCHANGE

September 11 – 14, 2011 | The Lodges of Deer Valley | Park City, Utah

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



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.

April 2011 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 readers to plan their show attendance
- Comprehensive Product Guide to pinpoint your search so buyers can find you

2011 Online Edition: ProvisionerOnline.com/sourcebook

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

*December 2010 BPA Statement



13th Annual Food Safety Summit

April 19-21, 2011
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	\$4,140	\$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. 1½ percent per month service charge thereafter (½ 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 10¾ inches
All sizes in inches

2-PAGE SPREAD
Non-Bleed: 15 x 10
Bleed: 16¼ x 11

FULL
Non-Bleed:
7 x 10
Bleed:
8¼ x 11

2/3 VERTICAL
Non-Bleed:
4½ x 10
Bleed:
5³⁄₁₆ x 11

½ VERTICAL
Non-Bleed:
3³⁄₈ x 10
Bleed:
4 x 11

½ HORIZONTAL
Non-Bleed:
7 x 4⁷⁄₈
Bleed:
8¼ x 5³⁄₈

½ ISLAND
Non-Bleed:
4½ x 7½

1/3 SQUARE
Non-Bleed:
4¹⁄₂ x 4⁷⁄₈

1/3 HORIZONTAL
Non-Bleed:
7 x 3³⁄₈
Bleed:
8¼ x 4

1/3 VERTICAL
Non-Bleed:
2¼ x 10
Bleed:
2⁷⁄₈ x 11

¼ SQUARE
Non-Bleed:
3³⁄₈ x 4⁷⁄₈

¼ HORIZONTAL
Non-Bleed:
7 x 2³⁄₈
Bleed:
8¼ x 3

Allow for 1⁄₈" bleed on all sides.
Gutter bleed only –
each side 7⁵⁄₈" x 10"

Shipping Instructions:

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

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

THE NATIONAL PROVISIONER

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

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Classified Sales Manager
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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:

- *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
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