

THE NATIONAL PROVISIONER PRIME E-NEWSLETTER

PRIME is the meat, poultry and seafood process industry's only technically-focused e-newsletter delivering unique content to the manufacturing buying team.

PRIME delivers your sales message to 7,209* opt-in subscribers in operations, engineering, senior executive management and purchasing. We are reaching more and more decision-makers each week as our subscriber base continues to grow. In fact, our e-newsletter is now sent to 26% more individuals than just 12 months ago!

With the market flooded with look-a-like, wire-service e-newsletters, **PRIME** delivers original content voted most valuable by these influential decision-makers on food safety, manufacturing technologies, retail/foodservice trends and regulatory updates, as well as, access to a unique podcast series, live webinars, industry research, NP.TV, Urner-Barry commodity prices and *National Provisioner's* vast editorial archives.

PRIME's combination of manufacturing-targeted, opt-in subscriber base, original content and economical ad pricing makes a very compelling R.O.I story for your high-continuity sales message.

Click here to see archived issues of **PRIME**.



2010 Rates (net)*

Size	Advertiser rate, Per insertion/net		
	1X	6X	12X
TOP Banner	\$500	\$450	\$350
Skyscraper	\$450	\$400	\$300
TOP Tile	\$350	\$300	\$250
All Other Tile Ads	\$300	\$275	\$200
Video	\$500	\$450	\$350
Contextual Ad	\$350	\$300	\$250
Custom	Request Quote		

*Please consult us for position availability.

2010 Schedule

Prime is sent out every Thursday. Ad materials are due by the previous Monday.

Specifications

Banner Ads	468 x 60 pixels
Tile Ad	125 x 125 pixels
Skyscraper Ad	120 x 240 pixels

File size: 20K or less

Colors: 256 colors or less

Resolution: 72 dpi

Format: JPG or GIF/Animated GIF only.
No Flash files in e-newsletters.

Ad Materials/Orders

Send your digital files and ad reservation form to Gail Porter, Email: porterg@bnpmedia.com, Ph: 847-405-4104. Please include a 50-word text version of your ad to compensate for email filters that may block your graphics.

*Source: Publisher's Own Data, October 2009

Contact your NP sales manager to see how you can leverage PRIME.

DAVE LURIE

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

RICK PARSONS

Southeast/East Coast
Ph: 407-302-7952
parsonsr@bnpmedia.com

WAYNE WIGGINS

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

PETER HAVENS

Group Publisher
Ph: 847-405-4055
havensp@bnpmedia.com