

THE NATIONAL  
**PROVISIONER**

THE AUTHORITY ON THE BUSINESS OF MEAT AND POULTRY PROCESSING

**2011 Sourcebook**



*The National Provisioner Sourcebook brings buyers together with suppliers – when they are ready to buy!*

Available in print, digital edition 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 and Digital Edition**

- The only industry resource of its kind
- Referred to year-round with coverage and value 12 months per year
- Reaches 25,500\* subscribers in all meat, poultry and seafood markets
- **Exclusive** print version for the meat, poultry and seafood industry
- Converted into a digital edition giving print advertisers expanded coverage and interactivity through the use of live links
- Handy trade show calendar for our readers to plan their show attendance
- Comprehensive product guide to pinpoint your search so buyers can find you

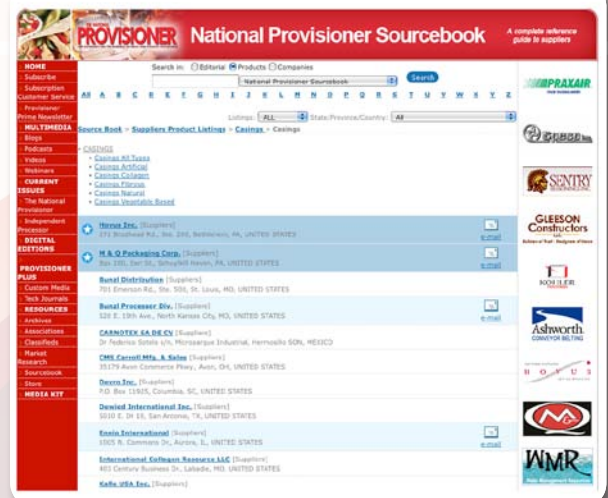
\*Source: BPA Audit Statement, June 2010

**2011 Online Edition**  
[provisioneronline.com/sourcebook](http://provisioneronline.com/sourcebook)

- Keyword searches & live links
- Two of four great packages offer prime designation and ranking
- NEW! Add social media icons and links to your onlinelisting for only \$99.   
- Brand identity in prime position
- Expanded print & online pPackages for 2011
- Online for 12 months per year

*The National Provisioner has received 6500\*\* views of company listings per year.*

\*\*Urchin January 2009-December 2009



## Premium Plus Package \$1825 Net

- Premium positioning with a star designation (in print and online)
- Your logo on the Home Page and rotating on ALL results pages within the guide (includes live website link)
- Three product photos on your listing page
- Up to three spec sheets in your online listing
- Inclusion in Request For Proposal Program
- Includes one 2" traffic stopper in color in print version
- Choice of ONE of the following:
  - ~ Video, or
  - ~ Three Product Code-Specific Banners



## Premium Package \$1440 Net

- Premium positioning with a star designation (in print and online)
- Your logo on the Home Page and rotating on ALL results pages within the guide (includes live website link)
- Three product photos on your listing page
- Up to three spec sheets in your online listing
- Includes one 2" traffic stopper in color in print version
- All Package #2 options

## Package #2

\$1015 Net

- Highlighted, improved positioning in results
- Your company logo on your listing page
- A 50-word overview about your company
- Includes 1" traffic stopper in print version
- All Package #1 options



## Package #1

\$225 Net

- Company listing highlighted in print and in online alphabetical section
- Unlimited product listings in print and online
- Company and chief contact information
- A live link to your website and email address
- Email lead form

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Ad Close: March 2011

To give your company a stand-out listing,  
please contact Diana Rotman  
rotmand@bnpmedia.com  
Ph: 847-405-4116 • Fax: 248-502-9083



Also Available  
Starting At \$500

Additional Print  
Traffic Stoppers