

THE NATIONAL
PROVISIONER
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**.

PROVISIONER PRIME

provisioner online: podcasts | commentary | daily price points | video | webinars | classifieds

GLEESON Constructors Builders of Trust - Designers of Value
 Gleeson Constructors, L.L.C., specializes in the design and construction of food processing facilities, freezers, cold storage facilities and distribution centers nationwide. The company can handle all phases of building projects, from construction and production layout, to engineering, building details, plumbing, electrical and refrigeration.

This week
NEW Podcast Series on Energy Management
 Beau Griffey, account executive for U.S. Energy Services, discusses the carbon cap and trade market in the first episode of our newest Podcast Series highlighting strategies for processors to improve their energy management practices. [Download directly.](#)

Affordable Fuel for America Act introduced in Congress
 Legislation that would gradually phase out government support for corn-based ethanol over five years and encourage the commercial development of second generation biofuels has been introduced in the House of Representatives.

Beef Checkoff providing value in return for each dollar spent
 The Beef Checkoff Program returned about \$5.55 in value to beef producers for every dollar they invested into it between 2003 and 2008. That's the overall conclusion of a new economic study completed by Dr. Ron Ward, professor emeritus for the Food and Resource Economics Department of the University of Florida.

Do you 'tweet'?
 Follow *The National Provisioner* on Twitter and get updates on industry news as well as projects we're working on and publishing on our Web site and in our magazines. Stay abreast of all the latest happenings in the meat and poultry industries. Follow ["natprovisioner"](#) online or click [here](#) to be taken directly to our Twitter Updates page. Click the "Follow" button, and our editorial staff will keep you in the loop!

2009 Tech Journal Series: Whole Muscle Technology 101
 The latest issue in *The National Provisioner's* ongoing Tech Journal Series is now available for download. Click [here](#) to read a synopsis of "Whole Muscle Technology 101" and then register for free to download any or all of our exclusive, in-depth Tech Journals.

Podcasts
Energy Management
Intro to the Carbon Cap & Trade Market
 By Beau Griffey, U.S. Energy Services

The Global Marketplace
Update on EU Beef Assessment
 Introduction by Joe Schulte, U.S. Meat

Free Webinar
Building Realistic Sustainability into Food and Beverage Plants
 Sept. 22, 2009 @ 2:00 p.m. EDT

Using cost-effective design solutions, food and beverage processing facilities can meet the rigorous performance demands required in a processing and production environment and, at the same time, focus on sustainability. [Join Howard](#) as we discuss how realistic sustainability can be incorporated into the Food Plant of the Future.

THE NATIONAL PROVISIONER
 THE MEAT AND POULTRY INDUSTRY'S MOST AUTHORITY SOURCE

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@bnpmmedia.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.

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