

# Discounted Advertising & Marketing Value Packages

## Value Package #1

- 4 B&W 1/10 Page Ads
  - 3 Gold Shmoozefest Sponsorships
  - 2 Articles on Your Company or Products
  - 1 Year of the Monthly Hot Leads Report
  - 1 Buyers Guide Listing for 1 Year
- \$3650** (Actual Value: \$4125)

## Value Package #2

- 4 Full Color 1/3 Page Ads
  - 3 Gold Shmoozefest Sponsorships
  - 1 Article on Your Company or Product
  - 1 Year of the Monthly Hot Leads Report
  - 5 Buyers Guide Listings for 1 Year
- \$8875** (Actual Value: \$9770)

## Value Package #3

- 8 Full Color 1/16 Page Ads
  - 4 Full Color 1/4 Page Ads
  - 2 Articles on Your Company or Products
  - 1 Year of the Monthly Hot Leads Report
  - Buyers Guide Listing for 1 Year
- \$8500** (Actual Value: \$9500)

## Value Package #4

- 4 Gold Shmoozefest Sponsorships
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Article on Your Company or Product
  - 1 Year of the Monthly Hot Leads Report
  - 5 Buyers Guide Listings for 1 Year
- \$2825** (Actual Value: \$3250)

## Value Package #5

- 3 Gold Shmoozefest Sponsorships
  - 6 Custom E-Blasts Featuring Your Content
  - 3 Articles on Your Company or Products
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 5 Buyers Guide Listings for 1 Year
- \$3075** (Actual Value: \$4100)

## Value Package #6

- 12 Full Color 1/6 Page Ads
  - 3 Gold Shmoozefest Sponsorships
  - 3 Articles on Your Company or Product
  - 2 Custom E-Blasts Featuring Your Content
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$13,200** (Actual Value: \$14,700)

## Value Package #7

- 4 Full Color Half Page Ads
  - 4 Articles on Your Company or Product
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$14,000** (Actual Value: \$15,500)

## Value Package #8

- 4 Full Color Full Page Ads
  - 3 Articles on Your Company or Product
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Year Welcome Pack Mailings of Your Flyer
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$21,825** (Actual Value: \$24,250)

## Digital Value Package #1

- 6 Month Homepage Banner Ad (232x160)
  - 6 Custom E-Blasts Featuring Your Content
  - 6 Months of the Monthly Hot Leads Report
  - 6 Buyers Guide Listings for 6 Months
- \$3900**

## Digital Value Package #2

- 12 Month Homepage Banner Ad (232x120)
  - 6 Custom E-Blasts Featuring Your Content
  - 1 Year of the Monthly Hot Leads Report
  - 6 Buyers Guide Listings for 1 Year
- \$4900**

## Digital Value Package #3

- 12 Month Homepage Banner Ad (232x80)
  - 4 Custom E-Blasts Featuring Your Content
  - 1 Year of the Monthly Hot Leads Report
  - 2 Buyers Guide Listings for 1 Year
- \$2900**

## Trade Show Promotion Package #1

- 2 Full Color 1/3 Page Ads
  - 4 Custom E-Blasts Featuring Your Content
  - Half Page Post Show Event Photo Feature
- \$4750**

## Trade Show Promotion Package #2

- 2 Full Color 1/4 Page Ads
  - 2 Custom E-Blasts Featuring Your Content
  - Quarter Page Post Show Event Photo Feature
- \$3900**

## New Business & Product/Market Launch Package

- 3 Full Color 1/2 Page Ads
  - 2 Articles on Your Company or Product
  - 2 Custom E-Blasts Featuring Your Content
  - 1 Front Page Post-It Note Style Ad
- \$9850** (Actual Value: \$15,200)



# FOOD INDUSTRY NEWS

**MEDIA KIT and ADVERTISING PACKAGES**

Founded 1982

## Chicagoland's Most Trusted Food Industry Buying Tool

Used by chefs, owners and buyers at all levels of the food industry including: food service, grocery, hospitality, gaming, institutions, distribution and more.

## Capture Buyers with Print/Digital Communications and Industry Events



Monthly Print and Digital Trade Magazine



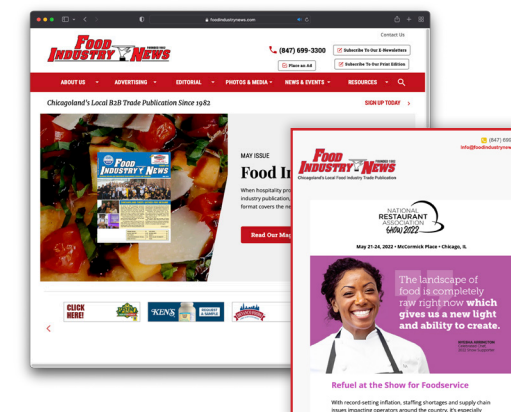
Quarterly Mini Trade Shows



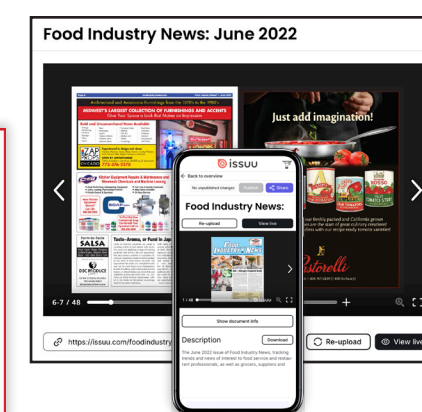
Monthly Report of New Openings and Qualified Sales Leads



Mailing to New Owners and Established Locations



Digital Edition Advertising, E-Blasts, Website Banner Ads



## REACH YOUR MARKET WITH OUR MANY OPTIONS

### Reach 3,138:

- Suppliers
- Food Manufacturers
- Food Distributors and Brokers
- Wholesale Grocery Jobbers
- Sales Reps Serving Our Industry
- Wholesale Cash-and-Carry Outlets

Scan to see our current issue.



### Reach 1,164:

- Hotels, Motels
- Banquet Halls
- Country Clubs
- Auditoriums
- Concert Venues
- Convention Centers
- Golf Courses
- Resorts
- Health Clubs
- Amusement Parks

### Reach 9,845:

- Independent Restaurant Chains
- Multi-Unit Restaurant Operators
- Ethnic Restaurants
- Catering Companies
- Chefs
- Delis
- Fast-Food Operators
- Food Trucks
- Pizzerias

### Reach 1,429:

- Casinos
- Stadiums
- Food Halls
- Contract Food Service
- Institutions
- Hospitals
- Theaters
- Airlines
- Prisons
- Churches
- Military/Veteran Facilities
- Bakeries
- Associations
- State, County and Village Buying Offices
- K-12, Colleges, Universities

### Reach 1,135:

- Grocery Stores
- Supermarkets
- Convenience Stores
- Produce Markets
- Specialty Retailers
- E-Commerce Retailers
- Candy Stores
- Fish / Seafood Shops
- Butcher Shops
- Gas Stations
- Mini Marts

### Reach 1,426:

- Liquor-Focused Businesses with Illinois Liquor Licenses
- Bars
- Taverns
- Nightclubs
- Lounges
- Liquor Stores
- Wine Shops
- Liquor Wholesalers
- Distilleries
- Breweries
- Vendor Distribution

**TOTAL MONTHLY PRINT CIRCULATION: 18,137**

### DISPLAY AD RATES PER MONTHLY INSERTION

FULL PAGE 10.5 x 12"	1/2 PAGE 8 x 8.25" 10 x 6.5" 6 x 11"	1/3 PAGE 8 x 5.75" 10 x 4.5" 6 x 7.25" 4x11"	1/4 PAGE 4 x 8.5" 8 x 4.25" 6 x 5.5"	1/6 PAGE 6 x 3.75" 4 x 5.5"	1/8 PAGE 4 x 4.25" 6 x 2.75"	1/10 PAGE 4 x 3.25" 6 x 2.25" 2 x 6.5"	1/16 PAGE 4 x 2.25" 2 x 4.25"	1/20 PAGE 2 x 3.25"
<b>24-Time Program</b>								
<b>4C</b> \$3,887 B&W \$2,667	<b>4C</b> \$2,297 B&W \$1,537	<b>4C</b> \$1,397 B&W \$937	<b>4C</b> \$1,157 B&W \$777	<b>4C</b> \$907 B&W \$557	<b>4C</b> \$747 B&W \$469	<b>4C</b> \$567 B&W \$347	<b>4C</b> \$357 B&W \$237	<b>B&amp;W</b> \$197
<b>12-Time Program</b>								
<b>4C</b> \$4,627 B&W \$3,177	<b>4C</b> \$2,767 B&W \$1,817	<b>4C</b> \$1,667 B&W \$1,137	<b>4C</b> \$1,397 B&W \$945	<b>4C</b> \$1,097 B&W \$687	<b>4C</b> \$877 B&W \$542	<b>4C</b> \$707 B&W \$449	<b>4C</b> \$467 B&W \$287	<b>B&amp;W</b> \$227
<b>7-Time Program</b>								
<b>4C</b> \$5,135 B&W \$3,538	<b>4C</b> \$3,077 B&W \$1,974	<b>4C</b> \$1,867 B&W \$1,285	<b>4C</b> \$1,537 B&W \$1,065	<b>4C</b> \$1,207 B&W \$760	<b>4C</b> \$1,009 B&W \$633	<b>4C</b> \$787 B&W \$505	<b>4C</b> \$517 B&W \$330	<b>B&amp;W</b> \$257
<b>4-Time Program</b>								
<b>4C</b> \$5,692 B&W \$3,920	<b>4C</b> \$3,417 B&W \$2,260	<b>4C</b> \$2,068 B&W \$1,422	<b>4C</b> \$1,709 B&W \$1,179	<b>4C</b> \$1,310 B&W \$861	<b>4C</b> \$1,116 B&W \$727	<b>4C</b> \$893 B&W \$562	<b>4C</b> \$574 B&W \$365	<b>B&amp;W</b> \$295
<b>1-Time Program</b>								
<b>4C</b> \$5,993 B&W \$4,128	<b>4C</b> \$3,597 B&W \$2,378	<b>4C</b> \$2,177 B&W \$1,497	<b>4C</b> \$1,799 B&W \$1,242	<b>4C</b> \$1,440 B&W \$896	<b>4C</b> \$1,186 B&W \$745	<b>4C</b> \$936 B&W \$594	<b>4C</b> \$609 B&W \$386	<b>B&amp;W</b> \$309

### Exclusive Outreach Opportunities to Connect with Buyers

#### Quarterly Shmoozefest Event Co-Sponsorship Options

The \$500 Gold Co-Sponsorship, includes your logo in the event ads, flyers and signage plus a table at the event where you may engage buyers, serve food or demonstrate your product. The \$250 Branding Co-Sponsorship, includes your logo in the ads and flyers promoting the event and on signage displayed at the event.

#### Print and Digital Buyers Guide Directory Listing and Monthly Hot Leads Report Program

\$375 per year, includes one directory category, additional categories @ \$60 each per year.

#### Dedicated E-Blast Programs

Target our database of over 21,000 local and national e-subscribers, which contains contacts at all levels of the industry. \$350 per e-blast or 3 for \$750.

#### Deadlines

Ad space reserves due 45 days prior to the first of the month. Materials due 30 days prior to publication.

#### Other Color Options:

2-color ads (Black + 1 additional color) @ 20% additional to the black and white ad rate.  
3-color ads (Black + 2 additional colors) @ 40% additional to the black and white ad rate.

#### Mailing Programs to New and Established, Hard-to-Reach Locations

Send your brochure to over 18,000 print-edition subscribers for only .14 cents per location. Also available: include your brochure in our Welcome Pack Mailers sent to new Chicagoland openings, new owners and new locations.

#### Foodindustrynews.com Homepage Banner Ads

Three sizes of ads are available that link directly to your website or to an email address. Sizes and rates per month: 232 x 80 @ \$177 monthly; 232 x 120 @ \$300 monthly; 232 x 160 @ \$499 per monthly.

#### Endorsed Partner Silver Platter Savings Program

This customized program enables you to be a preferred supplier partner and is designed to help you achieve aggressive market growth and penetration.

### Advertise in Our Next Issue.

**Call Us Today:**  
**847-699-3300**

Expert ad layout and design available upon request.