

## Annual Executive Level Programs

These aggressive packages provide more exposure and cost less than adding additional sales executives to your team.

### Discount Savings!

No training required, no insurance, no expenses, no vacations and no vulnerability of new sales people leaving and taking your accounts with them.

#### Annual Package #1

- 12 full page 4-color ads
- 4 event co-sponsorships
- Animated Internet Banner ad
- Cover story in one edition of Food Industry News
- Post it note ad placed on the cover of Food Industry News
- Six guaranteed editorial placements
- Customized story reprint pdf's

*Exposure value \$59,648. Discounted package rate: \$47,795.*

#### Annual Package #2

- Two page 4-color spread in 12 issues
- 4 event co-sponsorships
- Sponsorship of two "event wrap" photo spreads
- Animated Internet Banner ad
- Cover story in one edition of Food Industry News
- Profiles in excellence editorial feature placed on our website
- Post it note ad placed on the cover of Food Industry News
- Six guaranteed editorial placements
- Ongoing mailing of your brochure to new openings for 12 months
- Customized story reprint pdf's

*Exposure value \$105,638. Discounted package rate: \$74,000.*

#### Annual Package #3

- Half page 4-color ads in 12 issues in Food Industry News
- Four event co-sponsorships
- Five guaranteed edit placements
- Ongoing mailing of your brochure to new openings for 12 months
- Animated Internet Banner ad
- Customized story reprint pdf's

*Exposure value \$37,354. Discounted package rate: \$29,883.*

#### Annual Program #4

- 2 full page 4-color ads in Food Industry News
- 10 Quarter page ads in Food Industry News
- Post it note ad placed on the cover of Food Industry News
- Six editorial placements in Food Industry News
- Customized story reprint pdf's

*Exposure value \$30,525. Discounted package rate: \$24,425.*

#### Annual Package #5

- Alternating 4-color full page and two page spread ads, 12 ads total.
- Post it note ad placed on the cover of FIN twice
- Cover story in one edition of Food Industry News
- Ongoing mailing of your brochure to new openings for 12 months
- Four event co-sponsorships

*Package value \$92,236. Discounted package rate: \$73,800.*

#### Annual Package #6

- Four 4-color full page ads in Food Industry News
- Two guaranteed editorial placements
- Four event sponsorships

*Package value \$24,768. Discounted package rate: \$19,850.*

#### Annual Package #7

- Four event sponsorships
- Annual Buyers Guide Listing Program in 5 categories
- Subscription to the Monthly Hot Leads Report

*Package value \$2,615. Discounted package rate if paid in full in advance: \$2350.*

#### Annual Package #8

- Four event sponsorships
- Ongoing mailing of your brochure to new openings for 12 months
- Post it note ad placed on the cover of FIN
- Annual Buyers Guide Listing Program in 5 categories
- Subscription to the Monthly Hot Leads Report

*Package value \$6,465. Discounted package rate: \$5,800.*

#### Individual Products and Pricing

- Inserting and sending your brochure to all of our print edition subscribers @ \$2350. per run
- Hot Leads Report and Listing Program \$375.+ \$60. each for additional categories
- Post-it note ad placed on the cover of Food Industry News @ \$3100.
- Mailings of your brochure to new opening @ \$250. per batch
- Internet banner ads, animated @ \$177. per month
- Event sponsorships @ \$500. Each

#### Space and Materials Deadlines

- Space deadlines are 45 days prior to our 1<sup>st</sup> of the month publish date(e.g.: 1-15 for the 3-1 edition)
- Materials deadlines are 30 days prior to publication (e.g.: 2-1 for the 3-1 edition)

#### Ad and Materials Specifications

- 300 DPI or higher, CMYK, tiff or PDF. Please email to Mark@foodindustrynews.com

**We're Here to Help You Achieve Your Chicagoland Market Sales Goals!**

**Email: [info@foodindustrynews.com](mailto:info@foodindustrynews.com)**

**To Advertise Call (847) 699-3300**

# FOOD INDUSTRY NEWS

FOUNDED 1982



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## 2014 Edit Calendar: Chicagoland Neighborhood Dining Destinations Hot Lists

**January:** Chicago's River North, Bucktown and Wicker Park

**February:** Lake County, Highland Park, Highwood

**March:** Chicago's Little Italy and Taylor Street

**April:** Chicago's Randolph Fulton Market and Greektown

**May:** South Loop, Bridgeport, Chinatown

**June:** Naperville, Aurora, Bollingbrook

**July:** Chicago's Gold Coast, Michigan Avenue and Rush Street areas

**August:** Orland Park, Frankfort, Palos Hills

**September:** Lincoln Park, Lakeview, Lincoln Avenue

**October:** Oakbrook, Elmhurst, Aurora

**November:** Chicago's Clybourn Corridor

**December:** Schaumburg, Arlington Heights

**Be Sure to Advertise Consistently to Capture the Attention of Our Area's Top Buyers!**

"Food Industry News's tips on how to continue learning and new techniques to master are most enjoyable."

*Chef Jean-Louis Clerc of Waterleaf Restaurant in Glen Ellyn*

"Food Industry News keeps me up to date on happenings in Chicago."

*Chef Pete Pettorossi of JW Marriott Chicago*

**Email: info@foodindustrynews.com**

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