

# Value Package Programs: Affordable, Effective

## Value Package #1 Ads, Event Cosponsorship, Editorial, Directory Listing Program

- Four, Black and White 1/10th page ads measuring 4" wide x 3.25" high
- Three Gold Level Shmoozefest Cosponsorships
- Two 200-word articles on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- One Buyer's Guide Listing category for 1 year

Package Value \$4,123. Value Package Discounted Rate: \$3,650.

## Value Package #2 Event Cosponsorship, Directory Ad, Editorial, Directory & Listing Program

- Three Gold Level Shmoozefest Cosponsorships
- Four Quarterly 4-color 1/3rd page ads
- One 200-word article on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Five Buyers Directory Listing Categories for 1 year

Package Value \$9,772. Value Package Discounted Rate: \$8,875.

## Value Package #3 Ad, Editorial, Directory Listing Program

- Eight, 4-color 1/16th page ads plus Four, 1/4 page 4-color ads
- Two 200-word articles on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- One Buyer's Guide Listing category for 1 year

Package Value \$9,504. Value Package Discounted Rate: \$8,500.

## Value Package #4 Event Cosponsorship, Directory Ad, Editorial, Directory & Listing Program

- Four Gold Level Shmoozefest Cosponsorships
- A 4-color full-page display at in the 2021/22 Pocket Buyers Directory
- One 200-word article on your company published in Food Industry News
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Five Buyers Directory Listing Categories for 1 year

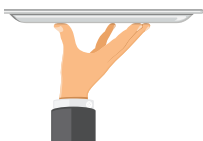
Package Value \$3,135 Value Package Discounted Rate: \$2,825

## Value Package #5 Ads, Event Cosponsorship, E-blast, Mailing, Editorial, Listing Program

- Three Gold Level Shmoozefest Event Cosponsorships
- Six Eblasts to our e-subscribers
- Three 200-word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year

Five Buyers Directory Listing Categories for 1 year

Package Value \$4,115 Value Package Discounted Rate: \$3,075.



**OUR TEAM IS HERE TO HELP YOU ACHIEVE  
YOUR CHICAGOLAND MARKET SALES GOALS!**

For Advertising Information, Contact:  
Cary Miller, Vice President  
cary@foodindustrynews.com  
847-699-3300 847-602-9620  
www.foodindustrynews.com

## Value Package #6 Ads, E-blast, Editorial, Directory Listing, Mailing Program

- Twelve, 1/6 page for color ads, 3 Shmoozefest Cosponsorships,
- Two Eblasts to our e-subscribers
- Three 200-word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Two Buyers Directory Listing Categories for 1 year

Package Value \$14,719.

Value Package Discounted Rate: \$13,200

## Value Package #7 Quarterly Ad, E-Blast Editorial, Mailing Program

- Quarterly 4-color half-page ads in Food Industry News
- Four Eblasts to our e-subscribers
- Four 200 word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Two Buyers Directory Listing Categories for 1 year

Package Value \$15,543

Value Package Discounted Rate: \$13,988.

## Value Package #8 Quarterly Ad, E-Blast Editorial, Directory Listing Program

- Quarterly 4-color full-page ads in Food Industry News
- Four E blasts to our e-subscribers
- Three 200 word articles on your company published in Food Industry News
- Your brochure included in our Welcome Packet Mailings sent to new openings for 12 months
- The Hot Leads Report Subscription with details of new local operations for 1 year
- Two Buyers Directory Listing Categories for 1 year

Package Value \$24,263.

Value Package Discounted Rate: \$21,836.



On average, our consistent display advertisers have run with us for over 25 years, 2 months.

### CREATE YOUR OWN MARKETING MIX STRATEGY WITH THESE TOOLS:

Sending your brochure to all of our print edition subscribers: \$2650. per month.

Hot Leads Report and Listing Program from \$375. per year.

Post-it note ad placed on the cover of Food Industry News: \$3100. per month.

Mailings of your brochure in our new openings Welcome Packets: \$250. per batch.

Full color internet banner ads, animated: \$177. per month.

Shmoozefest Networking Event Cosponsorships: \$500. each.

E-Blasts to our internet edition subscribers: \$750. for a series three e-blasts.

#### Space and Materials Deadlines

##### Space Deadlines

are 45 days prior to our 1st of the month publish date  
(4-15 for the 6-1 edition)

##### Materials Deadlines

are 30 days prior to publication  
(e.g.: 5-1 for the 6-1 edition)

**Ad and Materials Specifications**  
300 DPI or higher, CMYK, tiff or PDF.