



FOOD PROCESSING

2012 DIGITAL RATES

WEB SITE ADVERTISING RATES (Cost Per Thousand Impressions)

Leaderboard	\$99 CPM
Boombox (Large Rectangle)	\$99 CPM
Article-embedded Text Box	\$89 CPM
Sponsored Product	\$79 CPM
Sponsored Link	\$59 CPM
Square Button	\$59 CPM
Half Page	\$109 CPM
Top Right	\$69 CPM

FOODPROCESSING.COM E-NEWSLETTERS

Top Sponsor	\$1,750
Skyscraper	\$1,550
Skyscraper #2	\$1,450
Sponsored Product	\$1,175
Sponsored Link	\$375

SINGLE-SPONSOR E-NEWSLETTERS

Advertisement and E-blast	\$5,879
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WHITE PAPER SPONSORSHIP

Promotion and E-blast	\$4,119
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WEBCAST SPONSORSHIP

Multi-Sponsored, Food Processing Webcast	\$5,885
Single Sponsored Webcast	\$11,759 and up

* All rates are gross

