

FOOD PROCESSING



Food Processing creates and provides media solutions, services, and content that deliver value to our clients and the marketplace. We will be the go-to informational source for the food and beverage industry. We will earn the respect of our readers and marketing partners through our dedication to detail and the understanding of the key issues of the industry community. We will work to lead our clients to make decisions that will enable them to run their businesses more efficiently, safely and profitably. We will serve our readers and marketing partners with thoroughness, expediency, integrity, consistency, professionalism, and vision. We will be an exceptional food & beverage media source as judged by the industry community.

2009 Rate Card

FOOD PROCESSING

2009 FULL RUN B/W RATES

	OPEN	3X	6X	12X	18X
Full Page	\$7,230	\$6,620	\$6,150	\$5,680	\$5,320
2/3 Page	\$5,785	\$5,320	\$4,880	\$4,540	\$4,260
1/2 Island	\$5,100	\$4,680	\$4,285	\$3,975	\$3,730
1/2 Page	\$4,325	\$3,960	\$3,640	\$3,410	\$3,190
1/3 Page	\$2,890	\$2,655	\$2,435	\$2,265	\$2,125
1/4 Page	\$2,170	\$2,060	\$1,870	\$1,705	\$1,600
1/6 Page	\$1,740	\$1,605	\$1,470	\$1,365	\$1,275

Print advertising sizes

Print advertising sizes	Ad Dimensions* (WxH, inches)
Two-page spread	14 x 10
Full page	7 x 10
Two-thirds page	4-9/16 x 10
One-half page island	4-9/16 x 7-1/2
One-half page vertical	3-1/4 x 10
One-half page horizontal	7 x 4-7/8
One-third page vertical	2-3/16 x 10
One-third page square	4-9/16 x 4-7/8
One-quarter page	3-1/4 x 4-7/8

* Non-bleed space units. 7-7/8" x 10-1/2" trim; 7" x 10" page size.
Full page plate size: 8-1/8" x 10-3/4"; bleed spread for each plate: 8-1/8" x 10-3/4".

CLASSIFIED PRINT ADVERTISING

Per column inch/per insertion:

1X	3X	6X	12X
\$145	\$135	\$125	\$100

Classified column width sizes:

One column	2-3/16" wide
Two column	4-7/16" wide
Three column	6-7/8" wide

COLOR RATES

3 or 4-Color

Per less than a page	\$1,490
Per page	\$1,950
Per spread of same color	\$3,000

Standard Single Color

Per less than a page	\$475
Per spread of same color	\$1,300

Matched Color

Per page or fraction	\$1,490
Per spread of same color	\$2,200

SPECIAL POSITIONS

Second Cover	+10% Premium
Third Cover	+5% Premium
Fourth Cover	+15% Premium
Other special positions	+10% Premium

AD-LIT RATES

2-1/4" x 2-1/4"	\$995
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INSERT RATES

Contact your Sales Representative

AD FORMAT GUIDELINES

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf (primery specs or print optimized), tif or eps. Digital files should be sent on CDs (ISO 9660 or Mac files and folders format preferred) or posted to our ftp site: www.putmanftp.com. We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

infringement and any other claims or suits that may arise out of the publication of such advertisement.

Wellness Foods

2009 DISPLAY ADVERTISING RATES (includes 4-color)

	1x	3x	6x	9x	12x	18x
Full Page	\$4,940	\$4,710	\$4,510	\$4,210	\$3,830	\$3,430
2/3 Page	\$3,700	\$3,605	\$3,510	\$3,305	\$3,120	\$2,900
1/2 Page	\$3,200	\$3,150	\$3,005	\$2,910	\$2,800	\$2,550
1/3 Page	\$1,980	\$1,940	\$1,905	\$1,800	\$1,710	\$1,600
1/4 Page	\$1,450	\$1,440	\$1,405	\$1,305	\$1,210	\$1,170

SPECIAL POSITIONS

Second Cover	15% Premium
Third Cover	10% Premium
Fourth Cover	20% Premium

WELLNESS FOODS EUROPE

The *Wellness Foods* (USA) rate structure above applies to *Wellness Foods Europe*. Advertisers to *Wellness Foods* (USA) may add *Wellness Foods Europe* to their schedule for a 50% premium.

Print advertising sizes

Print advertising sizes	Ad Dimensions* (WxH, inches)
Two-page spread	14 x 10
Full page	7 x 10
Two-thirds page	4-9/16 x 10
One-half page island	4-9/16 x 7-1/5
One-half page vertical	3-1/4 x 10
One-half page horizontal	7 x 4-7/8
One-third page vertical	2-3/16 x 10
One-third page square	4-9/16 x 4-7/8
One-quarter page	3-1/4 x 4-7/8

* Non-bleed space units. 7-7/8" x 10-1/2" trim; 7" x 10" page size.
Full page plate size: 8-1/8" x 10-3/4"; bleed spread for each plate: 8-1/8" x 10-3/4".

WELLNESS FOODS CHINA

The *Wellness Foods* (USA) rate structure above applies to *Wellness Foods China*. Advertisers to *Wellness Foods* (USA) may add *Wellness Foods China* to their schedule for a 50% premium.

CONTACT INFORMATION

Publisher

Larry Bagan, Publisher
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Northeast U.S./Eastern Canada

MI, IN, OH, VA, WV, MD, DE, DC, NJ, NY, CT,
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RATE CARD PROVISIONS

1. All orders are subject to acceptance by Putman Media, Inc. (PMI) at its headquarters in Itasca, Illinois.
2. No conditions other than those set forth in this rate card shall be binding upon PMI unless specifically agreed to by PMI in writing.
3. Positioning of advertisements is at the sole discretion of PMI except where a specific position has been agreed to by PMI in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. PMI is under no obligation to revise advertising materials not received by the PMI production department by the closing date and such adver-

- tisements may not be subject to approval by the advertiser or its agency.
5. PMI assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. PMI is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond PMI's control.
7. In consideration of PMI's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend PMI against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of PMI's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.

8. In no event shall PMI be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to PMI for the publication or distribution of such materials.
9. PMI reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to PMI.
10. Advertising in PMI's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission.

PUBLISHER POLICIES

Rates subject to change upon notice. At the time a rate change is announced, a contract may be cancelled without incurring a short rate provided the contract rate has been earned up to the date of cancellation. No rate holders accepted. Putman Media, Inc. reserves the right to hold advertiser and/or its advertising agency jointly and severally

liable for such monies as are due and payable to the publisher. Putman Media, Inc. reserves the right to refuse advertising that is, in our estimation, in bad taste, or not in keeping with the nature of Food Processing's editorial policy and circulation standards. It is understood that the advertiser and/

or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

