



FOOD PROCESSING

2010 PRINT RATES

2010 FULL RUN 4-COLOR RATES				
	OPEN	3X	6X	12X
Spread	\$11,399	\$10,489	\$9,689	\$8,549
Full Page	\$7,599	\$6,989	\$6,459	\$5,699
2/3 Page	\$5,699	\$5,239	\$4,819	\$4,239
1/2 Page	\$4,259	\$3,919	\$3,619	\$3,189
1/3 Page	\$3,039	\$2,799	\$2,579	\$2,279
1/4 Page	\$2,509	\$2,309	\$2,129	\$1,879

SPECIAL POSITIONS

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

THE MARKETPLACE

1X	6X	12X
\$799	\$699	\$599

INSERT RATES

Contact Publisher

CLASSIFIED PRINT ADVERTISING

Special advertising for products, services, auction and recruitment. Per column inch/per insertion:

1X	3X	6X	12X
\$209	\$199	\$189	\$169

Contact pdickson@putman.net for online auction and recruitment pricing

CLASSIFIED COLUMN WIDTH SIZES:

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



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2010 DIGITAL RATES

WEB SITE ADVERTISING RATES (Cost Per Thousand Impressions)

Leaderboard	\$79 CPM
Boombbox (Large Rectangle)	\$79 CPM
Article-embedded Text Box	\$69 CPM
Sponsored Product	\$59 CPM
Sponsored Link	\$39 CPM
Square Button	\$39 CPM

All rates are gross

FOODPROCESSING.COM E-NEWS

Top Sponsor	\$1,499
Skyscraper	\$1,299
Sponsored Product	\$999
Sponsored Link	\$349

All rates are gross

FOODPROCESSING.COM TOPIC E-NEWS

Top Sponsor	\$1,499
Skyscraper	\$1,299
Sponsored Product	\$999
Sponsored Link	\$349

All rates are gross