

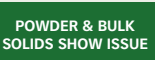






# Food Engineering


THE MAGAZINE FOR OPERATIONS & MANUFACTURING MANAGEMENT


	<b>January</b> Closes 12-7-07 	<b>February</b> Closes 1-11-08 	<b>March</b> Closes 2-8-08 	<b>April</b> Closes 3-14-08 
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Special Reports	<b>Cover Story</b> <b>Food Safety Dollars and Sense</b> Recall prevention is top of mind for all processors. The proper use of conveyors and X-ray inspection as well as certifications, electronic signatures and data collection help processors avoid harming humans, pets and improve the bottom line.	 <b>Special Supplement</b> <b>Focus on Flooring</b> This exclusive report detailing how state-of-the-art flooring systems can improve plant operations will be overrun and printed on heavy stock paper.	 <b>Cover Story</b> <b>Best Practices in Plant Safety</b> Ergonomically designed machinery, safety stops, updated flooring, eyewear and boots help keep employees free from harm. FE editors will uncover the latest techniques that boost plant safety.	<b>Cover Story</b> <b>26th Annual Plant of the Year</b> Each year FE honors the most innovative new food or beverage plant in North America. The winning plant's automation strategy as well as processing and packaging line design will be highlighted.
				


Processing Technology	 <b>Sustainability Series</b> <b>Part 1: Focus on Water Usage</b> Whether it's water used in processing, sanitation or waste treatment, this article will focus on the tools that help processors cut costs and conserve water usage.	<b>Dry Processing Technology</b> Special Emphasis on Bulk Material Conveying	<b>Maintenance Methods and Implementation</b> Preventive maintenance, predictive maintenance and reliability centered monitoring are the major methods to keep machines running. The most effective method results in a savvy maintenance strategy.	<b>Dry Processing Technology</b> Special Emphasis on Bulk Bag Filling and Uploading
	<b>Engineering R&amp;D Interview</b>	<b>Engineering R&amp;D Interview</b>	<b>Technology Sourcebook:</b> Pest Control Size Reduction  <b>Engineering R&amp;D Interview</b>	<b>Engineering R&amp;D Interview</b>

Packaging Technology	<b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.	<b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.	<b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.	<b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.
				<b>Technology Sourcebook:</b> Weighing Equipment

Automation, Software & Controls	<b>Tech Update:</b> Process Control	 <b>Cover Story</b> <b>Masters of Automation</b> Continuous improvement to plant technologies, supply chains and line efficiencies are just a few of the major trends in automation. This feature article will highlight the leading software and equipment automation tools used by major processors.	<b>Tech Update:</b> Power Transmission—Motors, Drives, Gearboxes, Bearings	<b>Technology Sourcebook:</b> PLCs

Plant Floor Focus	<b>Technology Sourcebook:</b> Worldwide Food Expo Show Products  <b>Fabulous Food Plants: Focus on Poultry</b> FE will profile one of the nation's state-of-the-art poultry processing plants. <b>Food Safety Department</b> <b>Field Reports</b>	<b>Tech Update:</b> Mixing & Blending  <b>Technology Sourcebook:</b> Valves Lubricants  <b>Food Safety Department</b> <b>Field Reports</b>	<b>Technology Sourcebook:</b> Ovens & Dryers  <b>Food Safety Department</b> <b>Field Reports</b>	<b>Tech Update:</b> Antimicrobial Tools  <b>Food Safety Department</b> <b>Field Reports</b>

Shows & Events	<b>Northwest Food Manufacturing &amp; Packaging Expo</b> January 13-16 Portland, OR	<b>ARC Forum</b> February 4-7 Orlando, FL	<b>Snaxpo</b> March 1-4 San Antonio, TX 	<b>Food Automation &amp; Manufacturing Conference &amp; Expo</b> April 6-9 Clearwater Beach, FL 
	<b>International Poultry Expo</b> January 23-25, Atlanta, GA 			

Value-Added Merchandising Services	 <ul style="list-style-type: none"> <li>Start your program in January and earn two ads for the price of one</li> <li><b>FREE</b> Lead ADvantage Buying Intention Study</li> <li><b>FREE</b> Intl.'l Poultry Expo Show Previews and Bonus Distribution</li> <li><b>FREE</b> ½ page 4C in Worldwide Food Expo Portraits</li> <li>ARC Advisory Forum Bonus Distribution</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Lead ADvantage Buying Intention Study</li> <li><b>FREE</b> Snaxpo Show Bonus Distribution</li> <li><b>FREE</b> podcast for Snaxpo show exhibitors</li> <li>Supplier Literature Guide</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> ADScore Study</li> <li><b>FREE</b> podcast for Food Automation &amp; Manufacturing Conference sponsors</li> <li><b>FREE</b> Bonus Distribution at Food Automation &amp; Manufacturing Conference &amp; Expo</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Lead ADvantage Buying Intention Study</li> <li><b>FREE</b> ½ page 4C space in Plant of the Year Supplier Profiles section</li> <li>Spring Postcard Section</li> <li><b>FREE</b> Bonus Distribution at the Int.'l Powder and Bulk Solids Show</li> </ul>

# 2008 Editorial Calendar

Food Master • Closes April 14, 2008 • Published October 2008

<b>May</b> Closes 4-14-08	<b>June</b> Closes 5-13-08	<b>July</b> Closes 6-13-08	<b>August</b> Closes 7-11-08
<p><b>Cover Story</b> <b>10<sup>th</sup> Annual Essential Guide to Manufacturing Software</b> This feature explores the latest trends in software implementation and offers an extensive software comparison chart sorted by type and with complete supplier contact information.</p>	<p><b>Cover Story</b> <b>31<sup>st</sup> Annual New Food Plant Construction Survey</b> Each year <i>FE</i> compiles the industry's most comprehensive look at construction projects and issues impacting project design. The survey lists all food and beverage plant projects of \$1 million or more underway, planned or completed in the past year.</p> <p><b>EXCLUSIVE RESEARCH</b></p>	<p><b>6<sup>th</sup> Annual Replacement Parts Directory</b></p> <p><b>Replacement Parts and Components Trends Survey</b> While standardized parts could lower costs and inventory requirements, plant maintenance teams aren't focused on low prices, but on quality and service. Each year, <i>FE</i> surveys hundreds of readers to uncover the latest methods to improve efficiency in replacement parts maintenance.</p> <p><b>EXCLUSIVE RESEARCH</b></p> <p><b>Supplier Index</b> Vendors of replacement parts are listed in alphabetical order with company contact information.</p>	<p><b>Cover Story</b> <b>Automated Equipment Training</b> As plant automation increases, worker training remains a constant challenge. Real life application stories will show how innovative processors and suppliers work together to educate line workers.</p>
<p><b>Technology Sourcebook:</b> Heat Exchange Cooling and Freezing</p> <p><b>Engineering R&amp;D Interview</b></p>	<p><b>Engineering R&amp;D Interview</b></p>	<p><b>Replacement Parts Grid</b> Close to 50 pages of detailed, yet easy-to-access, information about parts are featured in this section. Buyers can locate parts and suppliers for processing and packaging equipment as well as other food plant machinery.</p>	<p><b>Dry Processing Technology</b> Special Emphasis on Feeders</p> <p><b>Engineering R&amp;D Interview</b></p>
<p><b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.</p>	<p><b>Tech Update:</b> End of Line Packaging Equipment</p> <p><b>Technology Sourcebook:</b> Filling Equipment</p> <p><b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.</p>		<p><b>Food Packaging Department</b> The latest technologies in packaging equipment and materials.</p>
<p><b>System Integration Project Planning</b> Advance planning and project definition ease implementation. This article will focus on user applications that emphasize flexibility and keep costs under control.</p> <p><b>CSIA Member Directory</b></p>	<p><b>Best Practices in Food Automation and Manufacturing</b> <i>FE</i> editors will develop an industry white paper based on the trends identified by leading food and beverage companies participating in the Food Automation &amp; Manufacturing Conference and Expo.</p> <p><b>Food Engineering White Paper</b></p>		<p><b>Tech Update:</b> Material Handling Robotics</p>
<p><b>Special Supplement</b> <b>Focus on Conveying</b> This exclusive report on the latest technologies in material handling will cover vibratory, pneumatic and mechanical conveying. It will be overrun and printed on heavy stock paper and distributed at the International Powder and Bulk Solids show.</p> <p><b>Tech Update:</b> Vision &amp; X-ray Inspection</p> <p><b>Food Safety Department</b></p>	<p><b>Technology Sourcebook:</b> Floors and Walls</p> <p><b>Food Safety Department</b></p> <p><b>Field Reports</b></p>		<p><b>Technology Sourcebook:</b> Filtration Palletizing</p> <p><b>Food Safety Department</b></p> <p><b>Field Reports</b></p>
<p><b>International Powder and Bulk Solids 2008</b> May 6-8 Rosemont, IL</p> 			
<ul style="list-style-type: none"> <li>• Supplier Literature Guide</li> <li>• Special System Integrators Profile Section</li> <li>• <b>FREE</b> Video Clip on <i>FE</i> website</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FREE</b> Lead Advantage Buying Intention Study</li> <li>• <b>FREE</b> ½ page 4C space in Supplier Profile Section — In Print and Online</li> </ul>	<ul style="list-style-type: none"> <li>• <b>FREE</b> detailed report on 2008 Replacement Parts/Components Trends Survey</li> <li>• <b>FREE</b> Lead Advantage Buying Intention Study</li> <li>• <b>FREE</b> ½ page 4C space in Replacement Parts/Services Profile Section</li> </ul> 	<ul style="list-style-type: none"> <li>• <b>FREE</b> Supplier Literature Guide</li> <li>• <b>FREE</b> Video clip on <i>FE</i> website</li> </ul>

# Food Engineering

THE MAGAZINE FOR OPERATIONS & MANUFACTURING MANAGEMENT

## September

Closes 8-11-08

PROCESS EXPO/  
PACK EXPO  
PRE-SHOW ISSUE

### Cover Story

#### 29<sup>th</sup> Annual State of Food Manufacturing

FE's annual report card of the industry looks at both the achievements and challenges in food and beverage processing and reveals the top trends in manufacturing.

**EXCLUSIVE RESEARCH**

### Tech Update:

Plant Level Instrumentation—Flow, Temperature, Level and Pressure

### Engineering R&D Interview

## October

Closes 9-8-08

PROCESS EXPO/  
PACK EXPO  
SHOW ISSUE

### Cover Story

#### Energy Management Action Plan

ROI is still a priority, but today processors seek environmentally-sound initiatives. This report will cover energy-efficient motors, drives and processing equipment as well as co-generation and faulty device management.

### Fabulous Food Plants

This feature will cover one outstanding food or beverage plant's innovations in automation and plant production.

### Tech Update:

Thermal Processing—Heat Exchange, Ovens, Dryers, Cookers, Fryers

### Engineering R&D Interview

## November

Closes 10-13-08



### Cover Story

#### Sustainability Series

**Part Two: Focus on Green Building Design**  
Green buildings are designed to protect worker health, improve productivity and use energy more efficiently, thereby reducing the overall impact to the environment. Effective use of lighting, processing equipment, refrigerants, water and other resources will be discussed.

### Successful Site Selection

Incentives on taxes, utilities, training, capital and more can make or break a site selection decision. Logistics, labor and quality of life all enter the equation on where to locate a new plant.

### Dry Processing Technology

Special Emphasis on Size Reduction

### Engineering R&D Interview

## December

Closes 11-10-08

### Special Issue

#### Contract Manufacturing Guide

This special edition will cover how savvy processors deliver products to customers quickly, test new launches and improve manufacturing flexibility by outsourcing production.

### Supplier Index

Contract packing and contract manufacturing company contact information will be listed.

### Contract Packaging and Contract Manufacturing Services Grid

This detailed, yet easy-to-access, guide lists the capabilities and food/beverage industry expertise for hundreds of companies providing co-packing or co-manufacturing services.

### Packaging Machine Control

Smaller, smarter machine control archives data and passes it to upper-level systems such as asset management, manufacturing execution and ERP. Controls help manufacturers reduce cost and boost plant communication.

### Food Packaging Department

### 23rd Annual Packaging Trends Survey

The latest trends in materials, machinery and line efficiency are the focus of this yearly special report.

**EXCLUSIVE RESEARCH**

### Food Packaging Department

### Food Packaging Department

The latest technologies in packaging equipment and materials.

### Fabulous Food Plants

This feature will cover one outstanding food or beverage plant's innovations in automation and plant production.

### Tech Update:

CIP Systems

## PROCESS EXPO/PACK EXPO INT'L TRIPLE PLAY

Advertisers in September, October and December will earn a **FREE** ad in FE's PROCESS EXPO Show Guide & Directory. Companies advertising with 1/2-page or larger ad will also earn space in our show preview section. Distributed at the show, this guide will be a valuable resource for all attendees.

## PROCESS EXPO Show Guide & Directory

Food Engineering is the exclusive publisher of the PROCESS EXPO Show Guide & Directory. Distributed strategically throughout the PROCESS EXPO show floor, this valuable guide will help attendees locate exhibitors while at the show. The guide will include:

### Value-Added Merchandising Services

- **FREE** company logo, boldface listing in Exhibitor Listing section
- **FREE** booth location highlighted on Map of Show Floor
- Full or 1/2 page advertisers will earn space in PROCESS EXPO Show Preview Section
- **FREE** Bonus exposure to thousands of PROCESS EXPO Show attendees



### Technology Sourcebook:

Pumps  
Spraying & Washing Equipment

### Food Safety Department

### Field Reports

### Technology Sourcebook:

Checkweighers & Metal Detection  
Sensors & Vision Equipment

### Food Safety Department

### Field Reports

### Technology Sourcebook:

Beltting & Conveying  
Plant Uniforms, Footwear, Eyewear, Gloves

### Field Reports

### Technology Sourcebook:

Kettles, Tanks & Process Vessels  
Evaporators & Separators

ProcessTechnologyXchange  
September 7-10, Park City, UT



ISA  
October 14-16, Houston, TX

PROCESS EXPO & PACK EXPO  
November 9-12, Chicago, IL



- **FREE** Lead Advantage Buying Intention Study
- **FREE** ADScore Study
- PROCESS EXPO/PACK EXPO Int'l Pre-Show Issue
- **FREE** Bonus Distribution at PROCESS EXPO/PACK EXPO Int'l Show

- PROCESS EXPO/PACK EXPO Int'l Show Issue
- **FREE** 1/2 page 4C in PROCESS EXPO/PACK EXPO Int'l Show Preview Section
- **FREE** Lead Advantage Buying Intention Study
- **FREE** Bonus Distribution at the PROCESS EXPO/PACK EXPO Int'l Show
- **FREE** podcast for PROCESS EXPO/PACK EXPO show exhibitors

- Supplier Literature Guide
- **FREE** Video Clip on FE Website

- Special Contract Packaging/Contract Manufacturer Profile Section
- **FREE** Video Clip on FE website

# 2008 Rates & Specifications



2008 EDITORIAL CALENDAR AND RATES

2007 Rates	Open	4X	6X	12X	18X
Spread	\$13,745	\$13,125	\$11,250	\$11,105	\$10,790
Full Page	\$7,025	\$6,305	\$5,935	\$5,760	\$5,525
2/3 page	\$5,385	\$5,160	\$4,550	\$4,365	\$4,245
1/2 island	\$4,915	\$4,700	\$4,155	\$3,955	\$3,875
1/2 page	\$4,660	\$4,365	\$3,855	\$3,705	\$3,580
1/2 page diagonal	\$4,915	\$4,700	\$4,155	\$3,955	\$3,875
1/3 page	\$3,035	\$2,615	\$2,575	\$2,490	\$2,395
1/4 page	\$2,375	\$2,275	\$2,015	\$1,925	\$1,855
Cover 2**	—	—	\$8,650	\$8,315	—
Cover 3**	—	—	\$8,260	\$8,025	—
Cover 4**	—	—	\$9,065	\$8,815	—
Page facing Table of Contents**	—	—	\$8,285	\$7,925	—
Page facing Editor's page**	—	—	\$8,285	\$7,925	—
Page 1**	—	—	\$8,285	\$7,925	—

## Color Rates

Standard AAA per unit	\$840
Match color other than Standard AAA per page	\$1,630
per spread	\$2,260

## 3 or 4 color process

per page	\$2,205
junior spread	\$2,205
per spread	\$3,070

## Color Rates (Fractional, 2/3 page or less)

Standard AAA per unit	\$475
3 or 4 color process per unit	\$1,215
Matched color per unit	\$890

\*\*Includes color costs

**Special Premium Position Rates** — Positions specified by advertiser or agency are 10% above black and white earned rate.

**Insert Rates** — Contact Publisher for rates, quantity required and shipping instructions.

**Combination Rates** — Advertisers in *Food Engineering* may combine space in ALL BNP Media titles to earn the highest frequency rate.

**Agency Commission** — 15% of gross billing is allowed to recognized agencies on space, color and position. Back-up charges, printing of inserts and binding charges are non-commissionable.

## Mechanical Requirements

Trim Size — 7 7/8" x 10 1/2"

Method of Printing — Body and covers printed web offset

Type of Binding — Perfect

**Proofs** — A color proof MUST accompany your submitted material.

## INSERT/MECHANICAL REQUIREMENTS

Supplied size: 8 1/8" x 10 3/4". Allows for 1/8" trim off top edge, and 1/8" off gutter, outside and bottom edges. Final trim size of 7 7/8" x 10 1/2". Keep live matter 1/4" from all trim edges. Extra charges for folding and special trimming. Any inserts requiring back-up, special handling, tipping, gatefolds or die cuts, please contact production manager for specifications. To ensure proposed non-standard inserts conform to current postal and bindery requirements, two samples must be provided for review and approval in advance of final production. Paper stock not to exceed 100 lb. coated, 80 lb. uncoated, minimum 60 lb., 25" x 38" basis. **Contact Production Manager for any questions and required insert quantity.**

RUN OF BOOK — NON-BLEED (INCHES)			RUN OF BOOK — BLEED (INCHES)		
	Width	Depth		Width	Depth
Spread	14	10	Spread	16	10%
1 Page	7%	10	1 Page	8	10%
2/3 Page	4%	10	2/3 Page	5%	10%
1/2 Page Vertical	3%	10	1/2 Page Vertical	4	10%
1/2 Page Horizontal	7	4%	1/2 Page Horizontal	8%	5%
1/2 Island	4%	7%	1/2 Island	5%	8%
1/2 Page Diagonal	<i>For specs, contact publisher</i>		1/2 Page Diagonal	13%	10%
1/3 Page	2%	10	1/3 Page	2%	10%
1/3 Square	4%	4%	1/3 Square	5%	5%
1/4 Page	3%	4%	1/4 Page	4	5%

## DIGITAL AD SPECIFICATIONS\*

*Preferred method for advertising material submission.*

**Platforms:** Files are Macintosh Platform

**Media Accepted:** CD, Jaz, Zip, Floppy

**Supported Applications:** InDesign, Quark, Photoshop, Illustrator

**PDF:** A PDF may be used, as long as the original InDesign, or Quark document—with the fonts and images—is included separately. If no original material is sent with the PDF, we will not be able to accept the ad.

**Raster File Resolution (Photos):** 300 DPI saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW.

**Color:** Color images should be saved in cmyk format unless a matched spot color/pantone color has been purchased. If a spot color is used, please note the color on your laser proof and make sure process color separations are not chosen.

DO NOT enlarge photos/images more than 115% in InDesign or Quark. This makes the image under 240 dpi, which is considered low resolution.

**Graphics:** Include all placed graphics on disk. Do not imbed images in your file.

**Ad Size:** Crop marks for page size should be at trim size. Bleed ads extend beyond trim by 1/8 inch.

**Fonts:** Include all printer and screen fonts on disk. Please use Type 1 fonts only. True type fonts are not acceptable, and will be replaced if sent. If possible, do not use Multiple Master fonts.

Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad, or to return a disk.

## SHIPPING INSTRUCTIONS

**Send all insertion orders and advertising materials to:**

John Talan,

Production Manager

**Food Engineering • BNP Media**

2401 West Big Beaver Rd., Ste. 700

Troy, MI 48084

248-244-8253 • fax: 248-244-3929

email: [talanj@bnpmedia.com](mailto:talanj@bnpmedia.com)

\* We cannot accept responsibility if above specs are not followed with submitted materials.