

CALENDAR

| | JANUARY Advertising closes 12-8-08  | FEBRUARY Advertising closes 1-14-09 | MARCH Advertising closes 2-12-09  | APRIL Advertising closes 3-12-09 |
|---|---|---|--|---|
| SPECIAL REPORTS | COVER STORY Green Building Series Part 1: Focus on Facility Design and Layout  | COVER STORY Intellectual Property Protection Manufacturing know-how is a profit center. This article will cover how to protect IP, reduce vulnerability, prevent theft and boost engineering and operations innovation. | COVER STORY Food Safety Futurist <i>FE</i> editors will focus on leading edge tools that protect the food supply. This special report examines FDA's future role in controlling the growing number of unsolved poisoning outbreaks.  | COVER STORY 27th Annual Plant of the Year <i>FE</i> honors the most innovative new food or beverage plant in North America. The winning plant's automation strategy, processing and packaging line design will be highlighted. ► Food Engineering EXCLUSIVE |
| PROCESSING TECHNOLOGY | Safe Production of Minimally Processed Foods As consumers demand fresher products, manufacturing as well as food safety challenges abound. Technologies such as high-pressure processing, UV systems, ozone in direct contact, pulsed electric fields and various aseptic processes provide better quality products. Engineering R&D Interview | Dry Processing Technology Special Emphasis on Weigh Belt Feeders Engineering R&D Interview | Raw Material Validation As food processors receive ingredient supplies from global markets, they must ensure these products are safe via internal or third-party testing. Technology Sourcebook: Spraying and Washing Equipment Engineering R&D Interview | Dry Processing Technology Special Emphasis on Bulk Bag Loading and Unloading Tech Update: Sterilization Systems Engineering R&D Interview |
| PACKAGING TECHNOLOGY | Food Packaging Department | Food Packaging Department Technology Sourcebook: Checkweighers Metal Detectors | Food Packaging Department | Food Packaging Department |
| AUTOMATION SOFTWARE & CONTROLS | Tech Update: Process Control | Tech Update: Wireless Technologies | Technology Sourcebook: Track and Trace Tools | Technology Sourcebook: Motors and Drives |
| PLANT FLOOR FOCUS | Technology Sourcebook: PROCESS EXPO/PACK EXPO Products  Trends in Poultry Processing Poultry suppliers use biosecurity programs, automated equipment and worker safety measures to produce quality products. Food Safety Department Field Reports | Special Supplement Focus on Flooring This report will provide details on OSHA requirements, antimicrobial coatings as well as emerging plant and food safety issues in flooring systems. This section will be overrun and printed on heavy stock paper. Technology Sourcebook: Lubricants Food Safety Department | Tech Update: Sanitary Design Technology Sourcebook: Pest Control Food Safety Department Field Reports | Technology Sourcebook: Freezing and Cooling Equipment Food Safety Department Field Reports |
| SHOWS & EVENTS | Northwest Food Manufacturing & Packaging Expo January 18-21, Portland, OR International Poultry Expo January 28-30, Atlanta, GA  | ARC Forum February 2-5, Orlando, FL | Anuga FoodTec March 10-13, Cologne, Germany Snaxpo March 29-April 1, Orlando, FL  Food Safety Summit April 27-29, Washington, DC | Food Automation & Manufacturing Conference & Expo April 26-29 Sarasota, FL  |
| VALUE-ADDED MERCHANDISING SERVICES | <ul style="list-style-type: none"> • Start your program in January and earn two ad placements for the price of one • FREE Lead ADvantage Buying Intention Study • FREE Int'l Poultry Expo Show Previews and bonus show distribution • FREE PROCESS EXPO/PACK EXPO Show Portraits • ARC Advisory Forum bonus distribution | <ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE Video Clip on <i>FE</i> website • Supplier Literature Review | <ul style="list-style-type: none"> • FREE ADScore Study • FREE Snaxpo Show bonus distribution • FREE bonus distribution at Food Safety Summit | <ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE Plant of the Year Supplier Profiles • Spring Postcard Insert • FREE bonus distribution at Food Automation & Manufacturing Conference & Expo |

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| MAY Advertising closes 4-8-09 | JUNE Advertising closes 5-12-09 | JULY Advertising closes 6-11-09 | AUGUST Advertising closes 7-13-09 <div style="float: right; border: 1px solid black; padding: 2px; font-size: 8px;"> PROCESS EXPO/ PACK EXPO PRE-SHOW ISSUE </div> |
|--|--|--|--|
| COVER STORY 11th Annual Essential Guide to Manufacturing Software This feature explores the latest trends in software technology and offers an extensive software comparison chart sorted by application type. ▶ Food Engineering EXCLUSIVE | COVER STORY 32nd Annual New Food Plant Construction Survey FE compiles the industry's most comprehensive look at construction projects and issues impacting plant design. The survey lists all plant projects and distribution centers of \$1 million or more underway, planned or completed in the past year. ▶ EXCLUSIVE RESEARCH | 7th Annual Replacement Parts Directory Replacement Parts and Components Trends Survey Maintenance professionals continue to embrace the Internet for replacement parts information and ordering. Each year, <i>Food Engineering</i> surveys hundreds of readers to uncover the latest methods to improve efficiency in replacement parts purchasing. ▶ EXCLUSIVE RESEARCH | Special Supplement Focus on Site Selection NEW! This report will feature the latest on incentives, workforce skill level improvements, utilities and infrastructure for selecting the right building location. This special section will be overrun and printed on heavy stock paper. |
| Technology Sourcebook: Mixing and Blending Equipment Engineering R&D Interview | The Flexible Facility Today's processors wrestle with the issue of mass production vs. flexibility to keep production rates up while simultaneously providing product variety. This article will cover efficiency measurements, tool-less changeovers and servo drives that help boost production. Engineering R&D Interview | Supplier Index Vendors of replacement parts are listed in alphabetical order with company contact information. Replacement Parts Guide More than 50 pages of detailed, yet easy-to-access, information about parts is featured in this section. Buyers can locate the parts and suppliers for processing and packaging equipment as well as other food plant machinery. | Dry Processing Special Emphasis on Pneumatic Conveying COVER STORY NEW! Green Building Series Part 2: Focus on Efficient Water Usage and Wastewater Treatment Engineering R&D Interview |
| Food Packaging Department Technology Sourcebook: Palletizing and Warehousing Equipment | Food Packaging Department Best Practices in Food Automation & Manufacturing This article will provide a synopsis of the leading practices of food and beverage company speakers at FE's annual Food Automation & Manufacturing Conference & Expo. ▶ FOOD AUTOMATION SPONSORSHIP OPPORTUNITY | FISA Member Directory Trade association FISA is dedicated to promoting distribution in sanitary processing industries. | Engineering R&D Interview Food Packaging Department PROCESS EXPO/PACK EXPO LAS VEGAS TRIPLE PLAY NEW! Advertisers in August, September and December earn a FREE ad in FE's PROCESS EXPO Show & Directory. Companies advertising with a 1/2 page or larger ad will also earn space in the Show Pre-section. Distributed at the show, the guide is a resource for all attendees. |
| System Integration Project Planning Working with a clean slate is the best way to install controls and plant-to-enterprise systems. This article will focus on user applications that emphasize flexibility and keeping costs under control. CSIA Member Directory | Technology Sourcebook: Conveying and Belting Flooring and Plant Doors Food Safety Department Field Reports | New in 2009!!! Companies advertising in the July issue of <i>Food Engineering</i> and the 2010 <i>Food Master</i> will receive an additional 10% discount on their earned rate. Companies combining space in both publications will also earn a FREE foot stopper/banner both in print and online. Contact your salesperson for more details. | Tech Update: Pumps Technology Sourcebook: Plant Apparel PLCs and PACs Food Safety Department Field Reports |
| Special Supplement Focus on HMIs NEW! This exclusive report highlights the latest technologies in hardware, software and plant floor enclosures for the growing area of Human Machine Interfaces (HMIs). It will be overrun and printed on heavy stock paper. Tech Update: Lift Trucks Food Safety Department | International Robots and Vision Show June 9-11, Rosemont, IL |  | Supplier Literature Review PROCESS EXPO/PACK EXPO Las Vegas Pre-show Issue FREE Podcast for PROCESS EXPO/PACK EXPO Las Vegas exhibitors |
| <ul style="list-style-type: none"> • Supplier Literature Guide • Special System Integrators Profile Section • FREE Video Clip on FE Website • FREE bonus distribution at International Robots and Vision Show | <ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE Supplier Profile section | <ul style="list-style-type: none"> • FREE detailed report on 2009 Replacement Parts/Components Trends Survey • FREE Lead ADvantage Buying Intention Study • FREE Video Clip on FE website • Summer Postcard Insert • <i>Food Master/Replacement Parts Directory</i> Combo Program | |

2009 EDITORIAL CALENDAR

| SEPTEMBER Advertising closes 8-13-09 | OCTOBER Advertising closes 9-10-09 | NOVEMBER Advertising closes 10-14-09 | DECEMBER Advertising closes 11-11-09 |
|---|--|--|--|
| <p>PROCESS EXPO/ PACK EXPO SHOW ISSUE</p> <p>COVER STORY Innovation in Lean Manufacturing Continuous improvement is the mandate of savvy processors. This special cover story will focus on eliminating waste, improving supply chain efficiencies, reducing lead times, and increasing capacity as well as inventory turns.</p> | <p>WORLDWIDE FOOD EXPO SHOW ISSUE</p> <p>COVER STORY 30th Annual State of Food Manufacturing <i>FE's</i> annual report card of the industry looks at the food safety and production challenges facing food and beverage processors and uncovers the top trends in manufacturing. ►EXCLUSIVE RESEARCH</p> | <p>NEW!</p> <p>COVER STORY Green Building Series Part 3: Focus on Utility and Energy Management</p> | <p>NEW!</p> <p>Special Issue Fabulous Food Plants Edition This special edition will highlight several new plant projects. <i>FE</i> editors take an inside look at innovative processors who focus on lean manufacturing, sustainability and food safety initiatives.</p> |
| <p>Tech Update: Valves</p> <p>Engineering R&D Interview</p> | <p>Managing the Supply Chain Processors are deploying sophisticated store-level programs to improve sales predictability and reduce out-of-stocks. Advances in automated forecasting models and demand-based production will be featured.</p> <p>Engineering R&D Interview</p> | <p>Dry Processing Special Emphasis on Components: Airlocks, Blowers, Valves and Tubing</p> <p>Technology Sourcebook: Size Reduction</p> <p>Engineering R&D Interview</p> | <p>Technology Sourcebook: Homogenizers</p> <p>Beverage Processing and Packaging Challenges This article will focus on the special needs of beverage processors and cover filling, aseptic and filtration challenges as well as packaging issues.</p> <p>Engineering R&D Interview</p> |
| <p>24th Annual Packaging Trends Survey The latest trends in materials, machinery and line efficiency are the focus of this yearly special report. ►EXCLUSIVE RESEARCH</p> <p>Food Packaging Department</p> | <p>Tech Update: Filling Equipment</p> <p>Food Packaging Department</p> | <p>Food Packaging Department</p> | <p>Food Packaging Department</p> |
| <p>GAS</p> <p>PROCESS EXPO Show Guide & Directory <i>Food Engineering</i> is the exclusive publisher of the PROCESS EXPO Show Guide & Directory. Distributed strategically throughout the PROCESS EXPO show floor, this valuable guide will drive traffic to your exhibit and serve as an essential information source after the show.</p> <p>Value-Added Merchandising Services</p> <ul style="list-style-type: none"> • FREE company logo, boldfaced listing in the Exhibitor Listings • FREE booth location highlighted on Show Floor Map • Full or ½ page advertisers will earn space in PROCESS EXPO Preview Section • FREE bonus exposure to thousands of PROCESS EXPO show attendees  | | | <p>Tech Update: MES</p> |
| <p>Robotics and Vision Systems Declining costs, faster speeds and advances in vision-guided systems are helping more processors justify the cost of robotics and vision equipment.</p> <p>Technology Sourcebook: Ovens and Frying/Drying Equipment Heat Exchange</p> <p>Food Safety Department</p> <p>Field Reports</p> | <p>Technology Sourcebook: Evaporators and Separators Plant Floor Instruments: Flow, Pressure, Level and Temperature</p> <p>Food Safety Department</p> <p>Field Reports</p> | <p>NEW!</p> <p>Special Supplement Focus on Lights and Ballasts This report will cover the latest cost efficiencies in plant floor lighting. This section will be overrun and printed on heavy stock paper.</p> <p>Tech Update: Metal Detection, Vision and X-Ray Equipment</p> <p>Technology Sourcebook: Filtration</p> | <p>Technology Sourcebook: Kettles & Tanks</p> <p>Food Safety Department</p> <p>NEW!</p> <p>Special Supplement Focus on Maintenance Reliability This report will demonstrate how operational improvements in maintenance can affect the bottom line. This section will be overrun and printed on heavy stock paper.</p> |
| <p>ProcessTechnologyXchange September 13-16 Park City, UT</p> <p>PROCESS EXPO and PACK EXPO October 5-7, Las Vegas, NV</p>   <p>Worldwide Food Expo October 28-31, Chicago, IL</p>  | | | |
| <ul style="list-style-type: none"> • FREE Lead ADvantage Buying Intention Study • FREE ADScore Study • PROCESS EXPO/PACK EXPO Las Vegas Show Issue • FREE Bonus Distribution at PROCESS EXPO/PACK EXPO Las Vegas • FREE PROCESS EXPO/PACK EXPO Las Vegas Show Preview section | <ul style="list-style-type: none"> • FREE Worldwide Food Expo Show Preview section • Fall Postcard Insert • FREE bonus distribution at Worldwide Food Expo • FREE Podcast for Worldwide Food Expo Exhibitors | <ul style="list-style-type: none"> • Supplier Literature Review • FREE Video Clip on <i>FE</i> website • FREE Lead ADvantage Buying Intention Study | <ul style="list-style-type: none"> • FREE Video Clip on <i>FE</i> website • FREE Fabulous Food Plants Supplier Profile section |

2009 RATES &

SPECIFICATIONS

| 2009 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 Suzanne Fairman, Production Manager, Food Engineering** for details.

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

**Publisher cannot accept responsibility if digital specs are not followed.*

DIGITAL AD SPECIFICATIONS*

Preferred method for advertising material submission.

Platforms: Files are Macintosh Platform

Media Accepted: CD, DVD, or FTP uploads

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:

Suzanne Fairman

Production Manager

Food Engineering • BNP Media

24817 43rd Ave. So. Kent, WA 98032

Phone: 253-946-6854 • Fax: 248-244-2080

Email: fairmans@bnpmedia.com

http://upload.bnpmedia.com