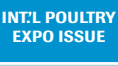


▶ 2010 EDITORIAL CALENDAR

	JANUARY Advertising closes 12-8-09 	FEBRUARY Advertising closes 1-14-10	MARCH Advertising closes 2-12-10 	APRIL Advertising closes 3-11-10 
SPECIAL REPORTS	COVER STORY Green Building Series Part 1: Focus on Wastewater Treatment, Water Recovery and Filtration	COVER STORY Automated Storage & Retrieval Increased automation remains a key interest area for most food and beverage makers. Today, new economies of scale can be found in material handling areas with updated software, conveyors and lift trucks. 	COVER STORY Food Safety Toolbox This special report will focus on back-to-basics technologies to keep the food supply safe such as software systems, HACCP instrumentation, and track and trace methodologies as well as emerging food safety tools.	COVER STORY 28th Annual Plant of the Year Each 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 as well as supply chain management plan will be highlighted. ► Food Engineering EXCLUSIVE
PROCESSING TECHNOLOGY	The Economics of Food Production: ROIs and Paybacks As processors tighten their belts in all areas of manufacturing, <i>FE</i> editors will uncover new areas of cost containment in asset allocation, energy usage and outsourcing options.  Engineering R&D Interview	Dry Processing Technology Special Emphasis on Weigh Belt Feeders Engineering R&D Interview	Sanitary Design of Machines As the food industry continues to battle food safety challenges, properly designed equipment provides a great defense. This article will cover cleanability, materials of construction and bacteria prevention. Engineering R&D Interview	Dry Processing Technology Special Emphasis on Bulk Bag Filling and Discharging Tech Update: Pumping Systems Engineering R&D Interview
PACKAGING TECHNOLOGY	Special Feature: Packaging Materials Innovations Food Packaging Department	Food Packaging Department Technology Sourcebook: Checkweighers Metal Detectors	Food Packaging Department Technology Sourcebook: Marking and Coding Equipment	Food Packaging Department Technology Sourcebook: Filling Equipment
AUTOMATION SOFTWARE & CONTROLS	Tech Update: Software as a Service	Technology Sourcebook: Motors & Drives	Technology Sourcebook: HMIs	Plant and Process Security A myriad of tools are available to keep food plants and their processes secure, such as perimeter fencing, guarded access points, cross-contamination safeguards and emergency alarms and monitoring.
PLANT FLOOR FOCUS	Technology Sourcebook: PROCESS EXPO/PACK EXPO and Worldwide Food Expo Show Products Food Safety Column Field Reports 	Special Supplement: Focus on Outsourcing Engineering Innovation This report will show how processors are forging strategic partnerships with outside engineering firms to boost manufacturing innovation. This section will be overrun and printed on heavy stock paper. Tech Update: Mixing & Blending Food Safety Column	Special Supplement: Focus on Pest Control This report will cover how processors can maintain a safe manufacturing environment through proper cleaning, storage and pest control. This section will be overrun and printed on heavy stock paper. Food Safety Department Focus on Quality Assurance and Lab Instruments  Field Reports	Technology Sourcebook: Valves Food Safety Column Field Reports
SHOWS & EVENTS	Northwest Food Manufacturing & Packaging Expo January 17-20, Portland, OR International Poultry Expo January 27-29, Atlanta, GA 	ARC Forum February 8-11, Orlando, FL	Snaxpo March 3-6 Fort Worth, TX Food Safety Summit April 12-14 Washington, DC  	Food Automation & Manufacturing Conference & Expo April 25-28, Clearwater Beach, FL  International Powder & Bulk Solids May 4-6, Rosemount, IL
VALUE-ADDED MERCHANDISING SERVICES	Start your program in January and earn two ad placements for the price of one. • FREE Lead ADvantage Buying Intention Study • FREE International Poultry Expo Show Previews and bonus show distribution • FREE 1/2 page 4C space in PROCESS EXPO/PACK EXPO and Worldwide Food Expo Show Portraits section • FREE bonus distribution at ARC Advisory Forum	• FREE Lead ADvantage Buying Intention Study • FREE Video Clip on <i>FE</i> Web site • Supplier Literature Guide • Snaxpo Show Issue • FREE bonus distribution at Snaxpo	• FREE ADScore Study • FREE Video Clip on <i>FE</i> Web site • FREE bonus distribution at Food Safety Summit	• FREE Lead ADvantage Buying Intention Study • FREE 1/2 page 4C space in Plant of the Year Supplier Profile section • Spring Post Card Insert • FREE bonus distribution at Food Automation & Manufacturing Conference & Expo • FREE bonus distribution at the Powder & Bulk Solids Show

FoodEngineering

MAY

Advertising closes
4-8-10

PROCESS EXPO
PRE-SHOW
ISSUE

COVER STORY The Future of Food Plant Automation

State-of-the-art vision systems, robotics equipment, wireless technologies and the latest software that enhance plant production will be highlighted in this special report.

NEW!

Tech Update: Conveying and Belting Engineering R&D Interview

Food Packaging Department

12th 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**

Robotics Systems Integration

As robotics play a key role in expanding automation operations, choosing the right integrator can make or break project success.

Technology Sourcebook:

Compressors and Blowers
Sensors and Vision Systems

Food Safety Department

- Supplier Literature Guide
- **FREE** Video Clip on *FE* Web site
- PROCESS EXPO Pre-Show Issue
- **FREE** Software Supplier Profile Section

JUNE

Advertising closes
5-12-10

PROCESS EXPO
SHOW ISSUE

COVER STORY The World's Top 100 Food and Beverage Companies

This special report ranks the top processors in terms of sales and provides exclusive insights about operational strategies for the world's most successful food and beverage makers.

NEW!

Tech Update: Size Reduction

Technology Sourcebook:

Cooking and Frying Equipment

Engineering R&D Interview

End of Line Packaging Equipment

Innovations in palletizing, unitizing, case loading, unscrambling, wrapping and other end of line packaging handling techniques will be highlighted.

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 Conference and Expo.

Special Supplement: The QA and Engineering Partnership

This report will explain why a close partnership between Quality Assurance and Engineering is a key attribute of a successful food safety culture. This section will be overrun and printed on heavy stock paper.

Technology Sourcebook:

Flow Measurement

PROCESS EXPO

July 18-21 Chicago, IL



- **FREE** Lead ADvantage Buying Intention Study
- **FREE** Podcast for PROCESS EXPO Show Exhibitors
- **FREE** 1/2 page 4C in PROCESS EXPO Show Preview Section

JULY

Advertising closes
6-10-10

COVER STORY 33rd Annual Plant Construction Survey

Each year, *FE* compiles the industry's most comprehensive listing of food and beverage plant projects of \$1 million or more completed, planned or under way in the previous year.

► **EXCLUSIVE RESEARCH**

Dry Processing

Special Emphasis on Pneumatic Conveying

Engineering R&D Interview

Food Packaging Department

Food Safety Department

Focus on Analytical Software

NEW!

Special Supplement: Safe, Sanitary and Durable Floors

This exclusive report will focus on why plant safety and food safety concerns have a great influence during flooring selection and will highlight the latest products. This section will be overrun and printed on heavy stock paper.

Technology Sourcebook:

Lubricants
Gearboxes and Bearings

- **FREE** Lead ADvantage Buying Intention Study
- **FREE** 1/2 page 4C space in Supplier Profile Section
- **FREE** Video Clip on *FE* Web site

AUGUST

Advertising closes
7-13-10

8th Annual Replacement Parts Directory

Replacement Parts and Components Trends Survey

Food industry professionals continue to embrace the Internet for replacement parts information and ordering. Each year *FE* surveys thousands of subscribers to uncover the latest methods to improve efficiency in replacement parts purchasing.

► **EXCLUSIVE RESEARCH**

Supplier Index

Vendors of replacement parts are listed in alphabetical order with company contact and services information.

Replacement Parts and Products Section

More than 25 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.



Companies advertising in the August issue of *Food Engineering* and the 2011 *Food Master* 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 *FE* sales person for more details.



- **FREE** detailed report on 2010 Replacement Parts/Components Trends Survey
- **FREE** Lead ADvantage Buying Intention Study
- **FREE** Video Clip on *FE* Web site

▶ 2010 EDITORIAL CALENDAR

SEPTEMBER Advertising closes 8-11-10	OCTOBER Advertising closes 9-10-10	NOVEMBER Advertising closes 10-14-10	DECEMBER Advertising closes 11-10-10
IBIE SHOW ISSUE COVER STORY 2nd Annual Sustainable Plant of the Year Whether it's savings in water usage and energy management or power reduction, food makers continue to make going green a top priority. <i>FE</i> editors honor one plant in North America as a leader in sustainability. ►Food Engineering EXCLUSIVE	PACK EXPO SHOW ISSUE COVER STORY 31st 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	COVER STORY Green Building Series Part 2: Focus on Sustainable Energy Management—Using Benchmarking as a Tool	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. ►Food Engineering EXCLUSIVE
Tech Update: Cooling & Freezing Equipment Engineering R&D Interview	Technology Sourcebook: Ovens, Dryers, Heat Exchange Engineering R&D Interview	Dry Processing Special Emphasis on Screening Equipment Food Safety Department Focus on Sanitizing Tools: Washdown, Footbaths, Hand Sanitizers Engineering R&D Interview	Tech Update: Filtration & Fractionation Engineering R&D Interview
25th 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	Special Feature: Packaging Machinery Innovations Food Packaging Department	Tech Update: Metal Detection, Vision and X-Ray Equipment Food Packaging Department	Food Packaging Department
Supply Chain Efficiency Globalization offers opportunities and risks for US food manufacturers striving to optimize their supply chains. The feature will cover supply chain tools including software for transportation, raw materials management and product lifecycle management.	Technology Sourcebook: Machine Control: Hydraulics, Pneumatics and Electronics	Technology Sourcebook: Energy Management Software	Technology Sourcebook: PLCs
Technology Sourcebook: Kettles, Tanks, Process Vessels Evaporators & Separators Food Safety Department Field Reports	Tech Update: CIP Technology Sourcebook: Spraying and Washing Equipment Food Safety Column Field Reports	Outsourcing Sanitation and Maintenance In the quest for continuous improvement, processors are looking to outsource key plant functions to reduce labor costs, improve plant efficiencies and ensure food safety. Technology Sourcebook: Energy Reduction Tools: Controls, Battery Chargers and Lighting Extruders and Forming Equipment Field Reports	Special Supplement: Focus on Uniforms, Gloves, Footwear & Ear/Eye Protection This exclusive report will cover plant apparel that enhances food and plant safety. This section will be overrun and printed on heavy stock paper. Technology Sourcebook: Conveying & Belting Plant Floor Measurements: Temperature, Level, Flow, Pressure
ProcessTechnologyXchange September 12-15, Park City, UT	PACK EXPO October 31- November 3 Chicago, IL		
Interbev September 22-24, Orlando, FL			
International Baking Expo September 26-29, Las Vegas, NV			
• FREE Lead ADvantage Buying Intention Study • FREE ADScore Study • FREE bonus distribution at the International Baking Industry Expo • FREE 1/2 page 4C in IBIE Show Preview Section	• FREE 1/2 page 4C space in PACK EXPO Show Preview Section • Fall Postcard Insert • FREE Lead ADvantage Buying Intention Study • FREE bonus distribution at PACK EXPO • FREE Podcast for PACK EXPO Exhibitors	• Supplier Literature Guide • FREE Video Clip on <i>FE</i> Web site	• FREE Video Clip on <i>FE</i> Web site • FREE 1/2 page 4C in Fab Food Plants Supplier Profile Section

2010 RATES & SPECIFICATIONS



2010 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)

	Width	Depth
Spread	14	10
1 Page	7 1/2	10
2/3 Page	4 1/2	10
1/2 Page Vertical	3 1/2	10
1/2 Page Horizontal	7	4 1/2
1/2 Island	4 1/2	7 1/2
1/2 Page Diagonal	For specs, contact publisher	
1/3 Page	2 1/2	10
1/3 Square	4 1/2	4 1/2
1/4 Page	3 1/2	4 1/2

RUN OF BOOK — BLEED (INCHES)

	Width	Depth
Spread	16	10 1/2
1 Page	8	10 1/2
2/3 Page	5 1/2	10 1/2
1/2 Page Vertical	4	10 1/2
1/2 Page Horizontal	8 1/2	5 1/2
1/2 Island	5 1/2	8 1/2
1/2 Page Diagonal	13 1/2	10 1/2
1/3 Page	2 1/2	10 1/2
1/3 Square	5 1/2	5 1/2
1/4 Page	4	5 1/2

*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