

# FOOD MASTER 2010



## RATES AND SPECIFICATIONS

# of catalog pages in Food Master	FOOD ENGINEERING & FOOD MASTER COMBINED FREQUENCY							
	Open	4x	6x	12x	18x	24x	36x	48x
1 Page	\$5,305	\$5,065	\$4,875	\$4,725	\$4,475	\$4,295	\$4,115	\$3,785
2-3 Pages	\$5,215	\$4,880	\$4,665	\$4,540	\$4,245	\$4,135	\$4,010	\$3,765
4-7 Pages		\$4,775	\$4,550	\$4,420	\$3,845	\$3,675	\$3,575	\$3,230
8+ Pages			\$4,425	\$4,355	\$3,685	\$3,605	\$3,295	\$3,115
4-color end sheet	\$8,900	\$8,570	\$7,985	\$7,795	\$7,610			

Pre-printed inserts, spine positions and bookmarks: Please consult publisher.

### How to Calculate Your Food Master Rates

In the chart above, find the total frequency across the top by adding the number of your insertions in **Food Engineering** including **Food Master**. Down the left column, find the number of pages you are running in **Food Master**. Locate the place on the chart where these two columns intersect. Example: if your frequency in **Food Engineering** is 6x and four of those pages are in **Food Master**, your rate per page in **Food Master** is \$4,550.

**Agency Commission:** 15%, 30 days net.

**Special Positions:** \$300 premium for specified spread, right- or left-hand page starts.

### 10% Early Bird Discount

Reserve catalog pages in the **2010 Food Master** before January 31, 2009 and get a 10% discount.

### 2010 Multiple Page Bonus Program

For new catalogers, buy two pages in the **Food Master** and get a third page FREE. For current catalogers, buy one or more pages than last year and get another FREE. Call your **Food Master** representative for details.

### Free Catalog Page Design Service

You decide what products will appear on your pages and **Food Master** will create useful, effective catalog pages for you – FREE of charge. Layouts converted to digital files are billed at **Food Master's** cost.

**Published annually in October 2009.**

### Shipping Instructions

Send all orders and advertising materials to:  
BNP Media/**Food Master**, Suzanne Fairman, Production Manager  
24817 43rd Ave. So. Kent, WA 98032  
Phone: 253-946-6854 | Fax: 248-244-2080 | E-mail: fairmans@bnpmedia.com  
http://upload.bnpmedia.com

### NEW Digital File Specifications

All **Food Master** catalog pages will be included on **FoodMaster.com**; therefore we have migrated all catalog pages to a searchable PDF format. In order for catalog pages to be searchable on foodmaster.com these specs should be followed:

**Important:** Do not outline fonts or rasterize type. If you do your catalog page will not be searchable on **FoodMaster.com**.

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.)

**Preferred File Formats:** InDesign, Quark Xpress, Illustrator (do not outline text, please include fonts). PDFs are accepted; please call your production manager for correct Distiller settings.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

**Colors:** Files should be grayscale for catalog pages and CMYK for Inside Front Covers.

**Fonts:** Include fonts on disk; both printer and screen fonts. Please use Type 1 fonts.

**Electronic Submission:** CD or DVD disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for page should be at trim size. No bleed for catalog pages. Inside Front Cover bleed ads extend beyond trim by 1/8 inch.

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.

Charges will apply for changes we make to your files due to errors in ad size, type, color, space, or file format. Charges are subject to the hourly rate with a 1/2 - hour minimum.

AD SPACE UNIT	WIDTH (IN.)	DEPTH (IN.)
1 page – B&W	7"	9-7/8" Trim: 8" x 10 3/4"
Inside Front Cover	8 1/4"	11" (Bleed); Trim: 8" x 10 3/4"
Foot Stopper	7 3/16"	1/2" Images must be black
Traffic Stopper	2 1/8"	5/8" Images must be black
Spine 4 Color customized	varies	2"
Front Cover Tiles	1"	2"

**Food Master** accepts only full-page black & white pages.

**Bleeds:** Not accepted on black & white pages.

**Colors:** Inside front covers & inserts – color accepted.

\* A proof MUST accompany all material. DO NOT enlarge any image more than 115% in Quark. We cannot claim responsibility if digital specs are not followed with submitted materials and we have to make substitutions in order to successfully run the catalog pages through our process.

**All catalog pages must be supplied as digital files.**

**Film will no longer be accepted.**

**Food Master orders cannot be cancelled after April 24, 2009.**

**Closing date for space reservations: April 24, 2009**

**Material due date: May 7, 2009**