EXCLUSIVE REPORT: MINIMALLY PROCESSED FOODS POSE FOOD SAFETY CHALLENGE

The of Manufacturing

Greening

ALSO THIS MONTH
 PASTEURIZATION WITHOUT DRYING
 MRES GO MAINSTREAM
 POULTRY PROCESSING EFFICIENCIES
 TECH UPDATE: PROCESS CONTROL

New in 2010
 Special Reports on Pest Control & Plant Apparel/Safety Equipment
 Expanded Food Safety Department
 Cover stories on Automated Storage & Retrieval Systems and World’s Top 100 Food and Beverage Companies
or more than 80 years, *Food Engineering* has been serving the information needs of manufacturing and operations executives in the North American food and beverage industry. *Food Engineering* is the only publication that offers a complete integrated media package. Be it in print, online or in person, our products help you reach key decision-makers in production, engineering and plant operations.

*Food Engineering* is published monthly and covers manufacturing technologies in the areas of processing, packaging, food safety, plant operations, material handling and automation. Editorial focus is a mix of research-based articles, special reports, technology updates, new products and in-plant case history stories.

*Food Master* is the industry’s ONLY pre-filed hardbound catalog listing equipment suppliers to the food and beverage industry. Referenced by 90,000 decision-makers, *Food Master* is THE DEFINITIVE database on equipment, supplies and services.*

*Foodengineeringmag.com* contains current issue and archived articles from *Food Engineering*. Users can access new products, special reports and *Food Engineering’s* E-Learning Center along with the online version of the *Food Master*.

**Food Automation & Manufacturing Conference & Expo** is a 2-1/2 day event where processors and suppliers network and learn the latest trends and technologies in food plant manufacturing, automation and food safety.

**ProcessTechnologyXchange (PTX)** is the food and beverage industry’s only strategic sales event that focuses on the sale of capital equipment and services. PTX gives senior executives from a select number of capital equipment and service providers a very focused and highly productive forum to meet senior level operations and engineering executives from the industry’s leading food and beverage companies.

Contact your local *Food Engineering* sales representative for a customized integrated media proposal.

* Publisher’s Own Data, 10/09

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**SUBSCRIBERS WITH BPA-AUDITED PURCHASE INFLUENCE BY PRODUCT CATEGORY**

*Food Engineering*’s subscribers have purchase authority over a wide variety of products and services. *Food Engineering* ensures your advertising message is reaching key decision-makers in the food and beverage industry.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging Machinery/ Packaging Materials</td>
<td>27,532</td>
</tr>
<tr>
<td>Process Equipment/Packaging Machinery/Packaging Materials</td>
<td>34,609</td>
</tr>
<tr>
<td>Process Equipment/Pumps/Valves, Air and Liquid Handling Equipment</td>
<td>28,334</td>
</tr>
<tr>
<td>Instruments/Process Control Systems/Software</td>
<td>20,149</td>
</tr>
<tr>
<td>Sanitation/Food Safety and Plant Maintenance Equipment</td>
<td>23,300</td>
</tr>
<tr>
<td>Materials Handling Equipment/ Trucking &amp; Distribution Vehicles</td>
<td>19,271</td>
</tr>
<tr>
<td>Refrigeration, Freezing and Chilling Equipment</td>
<td>16,366</td>
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<tr>
<td>General Plant Equipment</td>
<td>20,821</td>
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<tr>
<td>Plant Design/Construction/ Site Selection</td>
<td>13,675</td>
</tr>
<tr>
<td>Plant Security and QA/QC Instrumentation/Software</td>
<td>20,489</td>
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</table>

*Source: June 2009 BPAWW Statement. Since any one respondent may have checked more than one response, the totals for each of these products and services should not be added together as the total may exceed the total circulation. These are presented for statistical and marketing purposes.*
Food Engineering is the ONLY food and beverage publication delivering focused manufacturing editorial.

Food Engineering’s editorial is devoted exclusively to the information needs of plant operations, engineering and corporate executives. Food Engineering delivers a mix of manufacturing editorial covering only the latest in plant automation, sanitation, processing equipment, packaging, refrigeration, food safety and plant construction affecting food and beverage manufacturing. In study after study, Food Engineering is proven to be the best-read, most preferred food and beverage industry publication.

#1 IN MANUFACTURING ADVERTISING PAGES

In 2008, Food Engineering carried more equipment advertising than Food Processing and Food Manufacturing COMBINED – which means that more companies place their confidence in Food Engineering than any other food industry publication.

**2008 Manufacturing advertising pages**¹ (January-December)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Engineering</td>
<td>928</td>
</tr>
<tr>
<td>Food Manufacturing</td>
<td>276</td>
</tr>
<tr>
<td>Food Processing</td>
<td>203</td>
</tr>
</tbody>
</table>

**2009 Manufacturing advertising pages**² (January-June)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Engineering</td>
<td>275</td>
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<tr>
<td>Food Processing</td>
<td>82</td>
</tr>
<tr>
<td>Food Manufacturing</td>
<td>75</td>
</tr>
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</table>

¹ Source: IMS Ontario. CAN-Includes page counts from Food Market-Equipment.
² Source: Publisher’s Own Data, 2009.
Your Online Connection to the Food and Beverage Manufacturing Market

Food Engineering offers a variety of ways to reach manufacturing and operations executives online. At Food Engineering online, your customers and prospects are just a click away from an unbeatable collection of timely and accurate information on food industry trends, technologies and products. With an average of 13,869 unique browsers and 27,859 page impressions per month,* Food Engineering online can help drive traffic to your website and increase your brand and company awareness.

Banner/Tile and Skyscraper Ads

Reinforce your print ad campaign with a sleek electronic ad on foodengineeringmag.com. Ranging from traditional banner and tile ads to sophisticated skyscraper ads, premium positioning is also available.

<table>
<thead>
<tr>
<th>2010 GROSS RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ads</td>
<td>$1,500</td>
<td>$1,425</td>
<td>$1,300</td>
<td>$1,275</td>
</tr>
<tr>
<td>Home Page and ROS (Rotating)</td>
<td>468 x 60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tile Ads</td>
<td>$1,750</td>
<td>$1,650</td>
<td>$1,525</td>
<td>$1,475</td>
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<tr>
<td>Home Page and ROS (Static)</td>
<td>125 x 125</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$2,000</td>
<td>$1,925</td>
<td>$1,850</td>
<td>$1,775</td>
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<tr>
<td>Home Page and ROS (Static)</td>
<td>120 x 600</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Tech Flash – Food Engineering’s Monthly E-Newsletter

Sophisticated marketers utilize Tech Flash e-newsletter for the following:

- Driving traffic to your trade show booth
- Publicizing upcoming educational events
- Building traffic on your website
- Reinforcing print ad campaigns
- Introducing a new product.

<table>
<thead>
<tr>
<th>2010 GROSS RATES</th>
<th>1X</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Sponsor</td>
<td>$2,585</td>
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<tr>
<td>Skyscraper and one Banner Ad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tile E-Product of the Month Ad (Tile on Food Engineering website for one month)</td>
<td>$1,750</td>
<td>125 x 125</td>
</tr>
<tr>
<td>Banner ads</td>
<td>$1,150</td>
<td>468 x 60</td>
</tr>
<tr>
<td>Skyscraper Ad</td>
<td>$2,000</td>
<td>160 x 600</td>
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<tr>
<td>Contextual Ad</td>
<td>$1,350</td>
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</tr>
<tr>
<td>• Logo or photo 72 dpi resolution and 25–30 words of text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A growing number of companies have found webcasts/webinars to be an effective vehicle for delivering targeted information to a selective audience.

**Food Engineering’s customized webcast includes the following:**

- Two full-page ads placed in *Food Engineering* to promote the event.
- Three E-mail promotional blasts
- Title and banner advertising promoting the webcast appearing on *Food Engineering’s* website
- 5,000 name direct mail list used for print promotion
- Webcast/Webinar archived on *Food Engineering’s* website for 6 months after the event.

$16,750 - Gross Rate
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<tbody>
<tr>
<td>12-8-09</td>
<td>1-14-10</td>
<td>2-12-10</td>
<td>3-11-10</td>
</tr>
<tr>
<td><strong>SPECIAL REPORTS</strong></td>
<td><strong>SPECIAL REPORTS</strong></td>
<td><strong>SPECIAL REPORTS</strong></td>
<td><strong>SPECIAL REPORTS</strong></td>
</tr>
<tr>
<td>COVER STORY Green Building Series Part 1: Focus on Wastewater Treatment, Water Recovery and Filtration</td>
<td>COVER STORY Automated Storage &amp; 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.</td>
<td>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.</td>
<td>COVER STORY 28th Annual Plant of the Year Each year, FE 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.</td>
</tr>
<tr>
<td><strong>PROCESSING TECHNOLOGY</strong></td>
<td><strong>PROCESSING TECHNOLOGY</strong></td>
<td><strong>PROCESSING TECHNOLOGY</strong></td>
<td><strong>PROCESSING TECHNOLOGY</strong></td>
</tr>
<tr>
<td>The Economics of Food Production: ROIs and Paybacks As processors tighten their belts in all areas of manufacturing, FE editors will uncover new areas of cost containment in asset allocation, energy usage and outsourcing options. Engineering R&amp;D Interview</td>
<td>Dry Processing Technology Special Emphasis on Weigh Belt Feeders Engineering R&amp;D Interview</td>
<td>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&amp;D Interview</td>
<td>Dry Processing Technology Special Emphasis on Bulk Bag Filling and Discharging Tech Update: Pumping Systems Engineering R&amp;D Interview</td>
</tr>
<tr>
<td><strong>PACKAGING TECHNOLOGY</strong></td>
<td><strong>PACKAGING TECHNOLOGY</strong></td>
<td><strong>PACKAGING TECHNOLOGY</strong></td>
<td><strong>PACKAGING TECHNOLOGY</strong></td>
</tr>
<tr>
<td>Special Feature: Packaging Materials Innovations Food Packaging Department</td>
<td>Food Packaging Department Technology Sourcebook: Checkweighers Metal Detectors Technology Sourcebook: Motors &amp; Drives Technology Sourcebook: HMIs</td>
<td>Food Packaging Department Technology Sourcebook: Marking and Coding Equipment Technology Sourcebook: Filling Equipment</td>
<td>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.</td>
</tr>
<tr>
<td><strong>AUTOMATION SOFTWARE &amp; CONTROLS</strong></td>
<td><strong>AUTOMATION SOFTWARE &amp; CONTROLS</strong></td>
<td><strong>AUTOMATION SOFTWARE &amp; CONTROLS</strong></td>
<td><strong>AUTOMATION SOFTWARE &amp; CONTROLS</strong></td>
</tr>
<tr>
<td>Technology Sourcebook: PROCESS EXPO/PACK EXPO and Worldwide Food Expo Show Products Food Safety Column Field Reports</td>
<td>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.</td>
<td>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.</td>
<td>Technology Sourcebook: Valves Food Safety Column Field Reports</td>
</tr>
<tr>
<td><strong>PLANT FLOOR FOCUS</strong></td>
<td><strong>PLANT FLOOR FOCUS</strong></td>
<td><strong>PLANT FLOOR FOCUS</strong></td>
<td><strong>PLANT FLOOR FOCUS</strong></td>
</tr>
<tr>
<td>Technology Sourcebook: PROCESS EXPO/PACK EXPO WORLDWIDE FOOD EXPO POST-SHOW ISSUE Food Safety Column Field Reports</td>
<td>Field Reports</td>
<td>Field Reports</td>
<td>Field Reports</td>
</tr>
<tr>
<td>Northwest Food Manufacturing &amp; Packaging Expo January 17-20, Portland, OR International Poultry Expo January 27-29, Atlanta, GA</td>
<td>ARC Forum February 8-11, Orlando, FL</td>
<td>Snaxpo March 3-6 Fort Worth, TX Food Safety Summit April 12-14 Washington, DC</td>
<td>Food Automation &amp; Manufacturing Conference &amp; Expo April 25-28, Clearwater Beach, FL International Powder &amp; Bulk Solids May 4-6, Rosemont, IL</td>
</tr>
</tbody>
</table>

**SHOWS & EVENTS**

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 FE Web site
- **FREE** bonus distribution at Snaxpo

- **FREE** ADScore Study
- **FREE** Video Clip on FE 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
- **FREE** Bonus Distribution at Food Automation & Manufacturing Conference & Expo
- **FREE** bonus distribution at the Powder & Bulk Solids Show

**VALUE-ADDED MERCHANDISING SERVICES**
**MAY**
Advertising closes 4-8-10

- **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.

**JUNE**
Advertising closes 5-12-10

- **TECH UPDATE:** Conveying and Belting Technology Sourcebook: Food Packaging Department
- **TECH UPDATE:** Size Reduction Technology Sourcebook: Food Packaging Department
- **END OF LINE PACKAGING EQUIPMENT**
  Innovations in palletizing, unitizing, case loading, unscrambling, wrapping and other end of line packaging handling techniques will be highlighted.

**JULY**
Advertising closes 6-10-10

- **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.

**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.

- **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.

**PROCESS EXPO**
July 18-21 Chicago, IL

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

- **FREE** Lead Advantage Buying Intention Study
- **FREE** Podcast for **PROCESS EXPO** Show Exhibitors
- **FREE** 1/2 page 4C space in **PROCESS EXPO** Supplier Profile Section
- **FREE** Video Clip on **FE** Web site
- **FREE** detailed report on 2010 Replacement Parts/Components Trends Survey
- **FREE** Lead Advantage Buying Intention Survey
- **FREE** Video Clip on **FE** Web site

**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.

**NEW!**

- **EXCLUSIVE RESEARCH**
- **FREE** Video Clip on **FE** Web site
- **FREE** detailed report on 2010 Replacement Parts/Components Trends Survey
- **FREE** Lead Advantage Buying Intention Survey
- **FREE** Video Clip on **FE** Web site
### 2010 EDITORIAL CALENDAR

#### SEPTEMBER
- Advertising closes 8–11–10

**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. FE editors honor one plant in North America as a leader in sustainability. **Food Engineering EXCLUSIVE**

**Tech Update:**

Cooling & Freezing Equipment

**Engineering R&D Interview**

- **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:**
  - Kettles, Tanks, Process Vessels
  - Evaporators & Separators

- **Food Safety Department**

- **Field Reports**

**Process TechnologyXchange**

September 12–15, Park City, UT

#### OCTOBER
- Advertising closes 9–10–10

**COVER STORY**

31st Annual State of Food Manufacturing

FE’s 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**

**Tech Update:**

- **Technology Sourcebook:**
  - Ovens, Driers, Heat Exchange

- **Food Packaging Department**

- **Special Feature:**
  - Packaging Machinery Innovations

- **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 Management Software

**Field Reports**

#### NOVEMBER
- Advertising closes 10–14–10

**COVER STORY**

Green Building Series Part 2: Focus on Sustainable Energy Management—Using Benchmarking as a Tool

**Technology Sourcebook:**

- Energy Management Software

- **Food Safety Department**

- **Outsourcing Sanitation and Maintenance**

- **Technology Sourcebook:**
  - Energy Reduction Tools: Controls, Battery Chargers and Lighting Extruders and Forming Equipment

- **Food Engineering EXCLUSIVE**

**Field Reports**

#### DECEMBER
- Advertising closes 11–10–10

**COVER STORY**

- Special Issue
  - Fabulous Food Plants Edition
  - This special edition will highlight several new plant projects. FE editors take an inside look at innovative processors who focus on lean manufacturing, sustainability and food safety initiatives.

**Technology Sourcebook:**

- PLCs

- **Food Packaging Department**

- **Special Supplement:**
  - Focus on Uniforms, Gloves, Footwear & 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.

**Field Reports**

**PICK EXP**

October 31- November 3

Chicago, IL

**FREE**

- 1/2 page 4C in PACK EXPO Show Preview Section
- Fall Postcard Insert
- Lead Advantage Buying Intention Study
- Supplier Literature Guide
- FREE Video Clip on FE Web site

**FREE Video Clip on FE Web site**

**FREE 1/2 page 4C in Fab Food Plants Supplier Profile Section**
2010 RATES & SPECIFICATIONS

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.

2010 RATES

<table>
<thead>
<tr>
<th>2010 RATES</th>
<th>OPEN</th>
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<td>Page 1**</td>
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<td>—</td>
<td>$8,285</td>
<td>$7,925</td>
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</tr>
</tbody>
</table>

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

D I G I T A L A D S P E C I F I C A T I O N S
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 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.

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.

Shipment 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
April 25-28, 2010
Sheraton Sand Key Hotel, Clearwater Beach, FL

Food Automation & Manufacturing Conference & Expo 2010 brings together plant managers, engineers and operations executives from leading food and beverage manufacturers to address the latest technology and trends in manufacturing, food safety and automation. Network with food and beverage industry leaders such as Campbell Soup, ConAgra, Frito-Lay, General Mills, Hershey Foods, Kellogg’s, Kraft Foods, Nestle USA, Parmalat USA, Pepsi-Cola, Sara Lee, Quaker Oats, Keystone Foods, Tyson and Pepperidge Farm.

SUPPLIERS CAN PARTICIPATE IN FOOD AUTOMATION & MANUFACTURING 2010 IN A NUMBER OF WAYS.

AS AN EXHIBITOR – Meet with leading processors looking for manufacturing solutions. An 8’ x 10’ exhibit space includes carpet, a 6’ skirted table, 2 chairs, wastebasket and sign. Reserve your exhibit space by January 31, 2010 and save $200! Exhibit cost: $1,400 (NET).

AS A SPONSOR – Establish your company as a leader with a sponsorship at Food Automation & Manufacturing Conference & Expo. The following are exciting sponsorship opportunities: networking events, bottled water, outdoor BBQ, refreshment breaks, conference binder/CD, conference note pad, lanyards, or we can custom design a sponsorship package. Contact our Conference Manager for details.

2009 SPONSORS

- Alberici Constructors
- Atlas Copco
- Avanceon
- Burns & McDonnell
- CDM
- EcoBionics
- EnteGreat
- Facility Group
- Faithful-H-Gould
- Industrial Network Systems
- JohnsonDiversey
- Matrix Technologies
- Middough
- MG Newell
- Owlstone Nanotech, Inc
- Power Engineers
- PROCESS EXPO/PACK EXPO
- Retrotech, Inc
- Siemens
- Stellar
- TranSystems
- Whiting-Turner
- Wire Belt Company of America
ProcessTechnologyXchange 2010

September 12-15, 2010
The Lodges at Deer Valley, Park City, UT

ProcessTechnologyXchange (PTX) is the food & beverage industry’s only strategic sales event that focuses on the sale of capital equipment and services.

The goal of Food Engineering’s dynamic PTX sales event is to foster highly customized and confidential, strategic discussions between senior operations and engineering executives at key food & beverage companies and a select number of capital equipment manufacturers whose products can address the specific issues of processors.

AT PTX, SUPPLIERS CAN MEET WITH PROCESSORS WITH BUDGETED INITIATIVES.

Meetings are organized and scheduled through an extensive needs matching program that pairs new capital equipment initiatives with supplier portfolios. Profiles of new capital project initiatives are made available to specific equipment suppliers prior to PTX to allow for preparation and customization.

As a participating supplier, you will be provided a well-appointed suite in which to host your private meetings.

Food Engineering’s ProcessTechnologyXchange event also offers capital equipment suppliers excellent networking opportunities. Contact our Event Director for more information and to secure your meeting package.

2009 Processor Attendees

Barilla
Basic American Foods
Butterball LLC
Caravan Ingredients
Coca-Cola
ConAgra Foods
Continental Mills
EJ Gallo
The Hershey Company
HJ Heinz
Interbake Foods
Interstate Brands
JM Smucker Co.
Kar’s Nut Snacks
Keystone Foods
Kraft
Little Lady Foods Company
Pepperidge Farm
SunOpta Ingredients
Sunny Delight Beverages
Symrise Inc.
TIC Gums
Tillamook County Creamery
Welch’s
Wegmans Food Markets
Wild Flavors

2009 Supplier Attendees

ABB Robotics
Air Products, Inc.
AMEC
Atlas Copco
Bums & McDonnell
CAMotion, Inc
Clean Water Technology
The Dennis Group
Dorner Mfg.
epis
Faithful+Gould
Hardy Instruments
Intralox
Kwasny
Linde Group
Lyco Mfg
Matrix Technologies
Maverick Technologies
Munsters
Power Engineers
Retrotech, Inc
Shick USA
Tyco Flow Control
Viability
Wire Belt Co.

Local FOOD ENGINEERING REPRESENTATIVE AND REQUEST A 2010 BROCHURE.
Rates and Specifications

<table>
<thead>
<tr>
<th># of catalog pages in Food Master</th>
<th>FOOD ENGINEERING &amp; FOOD MASTER COMBINED FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>Open 4x 6x 12x 18x 24x 36x 48x</td>
</tr>
<tr>
<td>1</td>
<td>$5,305 $4,875 $4,725 $4,475 $4,115 $3,785 $3,785</td>
</tr>
<tr>
<td>2-3 Pages</td>
<td>$5,215 $4,880 $4,540 $4,245 $4,010 $3,675 $3,230</td>
</tr>
<tr>
<td>4-7 Pages</td>
<td>$4,775 $4,550 $4,420 $3,845 $3,605 $3,295 $3,115</td>
</tr>
<tr>
<td>8+ Pages</td>
<td>$4,425 $4,355 $3,685 $3,605 $3,295 $3,115</td>
</tr>
<tr>
<td>4-color end sheet</td>
<td>$8,900 $8,570 $7,985 $7,795 $7,610</td>
</tr>
</tbody>
</table>

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 29, 2010 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 November 2010.

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@bpmedia.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 May 21, 2010.
Closing date for space reservations: May 21, 2010
Material due date: June 4, 2010
Clear Seas Research
Making The Complex Clear
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will help your business grow and succeed in today’s marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

Contact: Sarah Corp
P: (248) 786-1625
E: corps@clearseasresearch.com
www.clearseasresearch.com

Custom Media Division
Personalized Media Solutions
BNP Media’s Custom Media Division creates personalized media solutions. Is your organization thinking about starting its own magazine, website, or e-Newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with Food Engineering’s readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

Contact: Steve Beyer
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E: beyers@bnpmedia.com
http://custommedia.bnpmedia.com