

FEDA *News & Views*

The Voice of the Foodservice Equipment Distributors Association

2010 Rate Card

The Many Perks of being a FEDA News & Views Advertiser

- Your ad is read by the best at FEDA News & Views. FEDA members not only represent the majority of the Top 100 Dealers, they're avid News & Views readers. Manufacturers who support their companies and their association are always top of mind.
- A leading manufacturer's industry research has shown that dealers significantly influence the majority of brand selection decisions.
- N&V advertisers receive plenty of recognition and thanks from FEDA dealers at the annual FEDA convention, the premier gathering for the industry's market leaders. It's an ideal place to spend time with the best and brightest.
- Honored Advertisers who have purchased the equivalent of one full-page, four-color ad in 2010 will receive a huge \$750 discount, per person, on their FEDA 2011 convention registration fee.
- Advertisers receive a complimentary issue of News & Views magazine for each issue in which they advertise.

Bottom line: When every advertising dollar counts...count on News & Views to reach the leading foodservice equipment dealers!



Enclosed is information on 2010 ad rates, insertion order dates, and production mechanical requirements.

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FEDA News & Views

ADVERTISING RATES & INFORMATION/2010

**Advertising Rates and Information
Effective January 1, 2010**

**IMPORTANT NOTICE
2010 INSERTION ORDER & CLOSING DATES FOR
COPY/MATERIAL**

2010	Insertion	Material	Mail
Jan./Feb.	Oct. 23	Oct. 30	Jan. 4
Mar/Apr.	Dec. 28	Jan. 4	Mar. 5
May/June	Feb. 19	Feb. 26	May 3
July/Aug.	April 23	May 3	July 2
Sept./Oct.	June 18	June 25	Sept. 3
Nov./Dec.	Aug. 20	Aug. 27	Nov. 5

Mailing Instructions:

Insertion instructions, copy, etc. should be sent to Adela Ramos, Advertising Manager, *FEDA News & Views*, 2250 Point Blvd., Suite 200, Elgin, IL 60123. You can reach her by phone: 800-677-9605, Fax: 800-677-9607, or e-mail adela@feda.com.

In order to run an ad in any of the magazine's issues the FEDA national office in Elgin will need your insertion orders and materials by no later than the date specified in this rate card. **As verbal confirmations and agreements can at times be unclear, your insertion orders must be received in writing.** With written communications we can do a better job of serving you. *If we have your insertion order for a particular issue but do not receive any new material by the deadline, we will re-run the ad that was last published in our magazine.*

Advertising Rates:

	1 x B/W	3 x B/W	6 x B/W
Full Page	\$1970	\$1870	\$1770
1/2 page island	1350	1260	1160
1/2 page horizontal/vertical	1230	1150	1060
1/3 page horizontal/vertical	1000	875	750
1/4 page	650	625	600

Rates For Color:

2-Color Rate – Black plus standard AAA color (red, blue, green, yellow, orange) or PMS Color (specify). \$545 plus earned black & white rate.
4-Color Rate - \$1250 for standard colors plus earned black & white rate. Rates on request for matched colors or special color process.

	1 x	3 x	6 x
4-Color Full Page Spread	\$5500	\$5320	\$5140
*1/2 Page Horizontal 4-Color Spread	5460	5285	5095

(*Only 3 Offered Per Issue)

**Rates are non-commissionable.
Advertiser pays commission due to their agency.**

**Covered & Preferred Position Rates:
(CAN NOT BE CANCELLED)**

Opposite Industry Insights – 20% Premium
Opposite Assn. Executive's Page – 15%
Opposite President's Page – 25% Premium
2nd Cover – 25% Premium
3rd Cover – 25% Premium
4th Cover – 40% Premium

Payment Policy:

Payment is due within 30 days of receiving your invoice. **A late fee after 30 days will be charged in the amount of 18% per annum.** Late payment may also result in the withdrawal of future insertions by the publication.

Reproduction Requirements:

Platforms: Macintosh or PC (Macintosh preferable).
Media Accepted: CD-ROM disks. Files may be e-mailed (Contact Adela Ramos at 800-677-9605 for instructions.)

Preferred File Formats: **Acrobat PDF**

(press ready-embed all fonts show bleeds and crop marks),

Quark XPress or InDesign.

Additional Supported Applications: Photoshop, Illustrator.

Raster File Resolution (Photos): 300PPI at printed size. Save files in TIFF or EPS format. **DO NOT** compress graphics using JPEG or LZW. **All color MUST be converted to CMYK.** If sending Quark, Photoshop, Illustrator or InDesign files you **MUST** include ALL placed graphics and fonts (printer and screen fonts).

Adobe Type 1 fonts are preferable. Bleeds should extend 1/8 inch beyond trim. Proofs **MUST** be supplied for all ads.

Mechanical Requirements: (Be sure to read all)

Publication printed on recovery (coated stock). Binding saddlestitched.

Trim Size – 8-1/2" x 11"

Full Page Bleed Size – 8-3/4" x 11-1/4"

Spread Bleed Size – 17-1/4" x 11-1/4"

1/2 Spread Horizontal Bleed Size – 17-1/4" x 5 5/8"

	Width	Depth
Full Page Spread (non-bleed)	16"	10"
Full Page (non-bleed)	7-1/2"	10"
1/2 Page Horizontal	7-1/4"	4-3/4"
1/2 Page Vertical	3-5/8"	9-1/2"
1/2 Page Island	4-5/8"	7-1/2"
1/3 Page Horizontal	4-3/4"	4-5/8"
1/3 Page Vertical	2-1/4"	9-1/2"
1/4 Page	3-5/8"	4-3/4"

Issue Dates: Published Bi-Monthly

January/February, March/April, May/June, July/August, September/October, November/December

Line Screen: 150 Screen

Mailing Dates & Closing Dates For Space:

Please see the opposite side for insertion order date deadlines.

Cancellation Policy:

Ads may not be cancelled within 35 days of the published mailing date.

Any changes or cancellations from a commitment schedule will result in a short-rate adjustment.

Reaching The Leaders Who Produce:

FEDA News & Views is the ideal medium for you to reach the leading dealers who are such an important factor in marketing to foodservice operators. With its high-quality, targeted circulation (approx. 1300 average), *FEDA News & Views* is read not only by the industry's premier dealer executives, but also by their sales personnel and buyers.

During the years since we began accepting advertising, our list of advertisers selecting *News & Views* has grown. Our consistently high renewal rate for advertising suggests we are doing something right in delivering a targeted and responsive audience for our advertiser's message.

The advertising rates and information contained in this brochure will perhaps convey to you our philosophy of doing business. **No fancy promotional pieces, no salespeople,** just a simple description of our mechanical requirements and a listing of our **rates so that you can reach, at the lowest cost possible, an audience that is crucial to your marketing program.**

Published bi-monthly by:

FEDA Service Corporation
2250 Point Blvd. Suite 200
Elgin, IL 60123
www.feda.com

Phone: 800-677-9605
Fax: 800-677-9607

Ray Herrick,
Publisher and Editor-in-Chief

Stacy Ward,
Managing Editor

Rosita Montanez,
Circulation Manager

Adela Ramos,
Advertising Manager

Meggie Smolen,
Member Services Assistant

Special Editions For Magazine Promotion

Jan/Feb '10 FEDA Annual
Convention Promotion

Mar/Apr '10 This issue is
distributed To All FEDA
Convention Attendees
Promote your booth at
the NRA Show too.

Nov/Dec '10 Pre-NAFEM Show Issue
Promote your booth
at the NAFEM Show.

Jan/Feb '11 FEDA Annual
Convention Promotion
Rates to be
announced
This issue will be
distributed at the
NAFEM '11 Show.

Each and every issue of *News & Views* magazine is well read by the FEDA membership. **Members can also read *News & Views* on the FEDA website (www.feda.com).** They value the dealer-focused editorial content of the magazine because it addresses their specific interests and needs.

News & Views magazine presents you with the golden opportunity to spotlight what your company can do for FEDA members, who are the industry leaders.



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