FEDA News&Views

The Voice of the Foodservice Equipment Distributors Association

2013 Rate Card

The Many Perks of being a FEDA *News & Views* Advertiser

- Your ad is read by the best in FEDA *News & Views*. FEDA members not only represent the majority of the Top100 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 2013 will receive a huge $750 discount, per person, on their FEDA 2014 convention registration fee.
- Advertisers receive a complimentary issue of *News & Views* magazine for each issue in which they advertise.

Readership Grows:

Count on *News & Views* to reach even more of the leading foodservice equipment dealers and their key staff with our convenient digital issues for members!

Enclosed is information on 2013 ad rates, insertion order dates, and production mechanical requirements.

FEDA News&Views

ADVERTISING RATES & INFORMATION/2013

Advertising Rates and Information
Effective January 1, 2013

IMPORTANT NOTICE
2013 INSERTION ORDER & CLOSING DATES FOR COPY/MATERIAL

2013	Insertion	Material	Mail
Jan./Feb.	Oct. 19	Oct. 26	Jan. 4
Mar/Apr.	Dec. 28	Jan. 4	Mar. 1
May/June	Feb. 15	Feb. 22	May 3
July/Aug.	April 19	April 26	July 5
Sept./Oct.	June 14	June 21	Sept. 6
Nov./Dec.	Aug. 16	Aug. 23	Nov. 1

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	$2100	$1995	$1890
½ page island	1445	1350	1245
½ page horizontal/vertical	1320	1235	1140
⅓ page horizontal/vertical	1075	945	815
¼ page	710	680	655

Rates For Color:
2-Color Rate – Black plus standard AAA color (red, blue, green, yellow, orange) or PMS Color (specify). $565 plus earned black & white rate.
4-Color Rate - $1,310 for standard colors plus earned black & white rate. Rates on request for matched colors or special color process.

For prices on 4-color spreads, bellybands, and inserts please contact Adela Ramos at 800-677-9605.

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 – 10% 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 disc. 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 saddlestiched.
Trim Size – 8-½" x 11"
Full Page Bleed Size – 8-¾" x 11-¼"
Spread Bleed Size – 17-¼" x 11-¼"
½ Spread Horizontal Bleed Size – 17-¼" x 5⅝"

	Width	Depth
Full Page Spread (**non-bleed**)	16"	10"
Full Page (**non-bleed**)	7-½"	10"
1/2 Page Horizontal	7-¼"	4-¾"
1/2 Page Vertical	3-⅝"	9-½"
1/2 Page Island	4-⅝"	7-½"
1/3 Page Horizontal	4-¾"	4-⅝"
1/3 Page Vertical	2-¼"	9-½"
1/4 Page	3-⅝"	4-¾"

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.

Expanding Readership To Reach 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. 1,300 average), *FEDA News & Views* is read not only by the industry's premier dealer executives, but also by their sales personnel and buyers.

Additionally, our readership will mushroom in growth in 2013 with the addition of sending the magazine electronically to our member key contacts to pass along to their key staff, which includes sales managers, salespeople and branch managers to name just a few. Also, members can read each issue online in the "Members Only" section of the FEDA website. 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 conveys 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

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Special Editions
For Magazine Promotion

Jan/Feb '13 **FEDA Annual Convention Promotion This issue will be distributed at the NAFEM '13 Show.**

Mar/Apr '13 **This issue is distributed To All FEDA Convention Attendees**

Promote your booth at the NRA Show, too.

Jan/Feb '14 **FEDA Annual Convention Promotion**
Rates to be announced

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). Plus copies will be emailed to key contacts in 2013 to share with their staff. They value the dealer-focused editorial content of the magazine because it addresses their specific dealer 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.**

FEDA
News&Views

The Voice of the Foodservice Equipment Distributors Association

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

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