

# 2017

**Advertising Rates**  
Effective January 1, 2017

# News & Views



Enclosed is information on 2017 ad rates, insertion order dates, and production mechanical requirements.

**FDA**  
**News & Views**

## Reach the Leading Dealers!

FEDA members not only represent the majority of the top 100 dealers, they're avid *News & Views* readers. Manufacturers that support FEDA Dealers are always top of mind.

A leading manufacturer's industry research has shown that dealers significantly influence the majority of brand-selection decisions. Count on *News & Views* to reach an estimated 2,300 more foodservice professionals representing the leading dealers with our convenient digital issues for members!

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.

## Being a FEDA News & Views Honored Advertiser Just Got Even Better with a New Benefits Package!

Honored Advertisers that purchased the equivalent of one full-page, four-color ad in 2017 will receive the following:

- ✓ A huge \$900 discount, per person, on your FEDA 2018 Convention registration fee. (Discount previously \$750.)
- ✓ A free Excel spread sheet of FEDA key contacts. (Take advantage of this \$599 value and use it to print labels.)
- ✓ A digital copy and two hard copies of the issue your ad appears in.
- ✓ Recognition at FEDA's convention for being an Honored Advertiser and a strong FEDA supporter.

## ADVERTISING RATES & INFORMATION

### 2017 INSERTION ORDER & CLOSING DATES FOR COPY/MATERIAL

Issue	Insertion	Material	Mail
Jan./Feb.	Oct. 14	Oct. 21	Jan. 4
Mar./Apr.	Dec. 23	Dec. 30	Mar. 3
May/June	Feb. 15	Feb. 22	May 2
July/Aug.	April 17	April 24	July 6
Sept./Oct.	June 12	June 19	Sept. 2
Nov./Dec.	Aug. 14	Aug. 21	Nov. 4

#### 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	\$2410	\$2290	\$2165
1/2 Page Island	1660	1560	1425
1/2 Page Horizontal/Vertical	1515	1415	1300
1/3 Page Horizontal/Vertical	1240	1090	940
1/4 Page	815	785	750

#### Rates For Color (Held for 2017)

Two-Color Rate - Black plus standard AAA color (red, blue, green, yellow, orange) or PMS Color (specify). \$605 plus earned black-and-white rate. Four-Color Rate - \$1,400 for standard colors plus earned black-and-white rate. Rates on request for matched colors or special color process.

**For prices on four-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, Email or DropBox  
(Contact Adela Ramos at 800-677-9605 for instructions.)

**Preferred File Formats:** Acrobat PDF  
(Press ready-embed all fonts show bleeds and crop marks).

**Additional Supported Applications:** Adobe InDesign, Photoshop or Illustrator. *(If sending Photoshop, Illustrator or InDesign files, you MUST include ALL placed graphics and fonts. (Printer and screen fonts)*

**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. Adobe Type 1 fonts are preferable. Bleeds should extend 1/8 ".125" beyond trim. Proofs MUST be supplied for all ads.

### Mechanical Requirements (Be sure to read all)

Publication printed on recovery (coated stock). Binding saddle stitched. Trim Size – 8.5" x 11"

	Width	Height
Spread <i>(with bleeds)</i>	17.25"	11.25"
Spread <i>(without bleeds)</i>	16"	9.5"
Half Spread Horizontal <i>(with bleeds)</i>	17.25"	5.625"
Full Page <i>(with bleeds)</i>	8.75"	11.25"
Full Page <i>(without bleeds)</i>	7.5"	9.5"
1/2 Page Horizontal <i>(with bleeds)</i>	8.75"	5.625"
1/2 Page Horizontal <i>(without bleeds)</i>	7.5"	4.75"
1/2 Page Vertical <i>(with bleeds)</i>	4.5"	11.25"
1/2 Page Vertical <i>(without bleeds)</i>	3.625"	9.5"
1/2 Page Island <i>(without bleeds)</i>	4.75"	7.5"
1/3 Page Vertical <i>(with bleeds)</i>	3.1875"	11.25"
1/3 Page Vertical <i>(without bleeds)</i>	2.375"	9.5"
1/3 Page Horizontal <i>(without bleeds)</i>	7.5"	3.125"
1/4 Page <i>(without bleeds)</i>	3.625"	4.75"

**Line Screen:** 150 Screen

### Issue Dates: Published Bimonthly

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

### Mailing Dates & Closing Dates For Space

Please see the opposite side for insertion order date deadlines.

### Cancellation Policy

Ads may not be canceled 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 again mushroom in growth in 2017 with 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 (an estimated 2,300 additional key readers.) 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 Bimonthly By

FEDA Service Corporation      Phone: 800-677-9605  
2250 Point Blvd. Suite 200      Fax: 800-677-9607  
Elgin, IL 60123  
www.feda.com

**Ray Herrick**, Publisher and Editor-in-Chief  
**Rosita Montanez**, Circulation Manager  
**Stacy Ward**, Managing Editor  
**Adela Ramos**, Advertising/Production Manager  
**Amy Risinger**, Member Services Consultant  
Risinger Resource Group

## SPECIAL EDITIONS FOR MAGAZINE PROMOTION

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January/February 2017

### **FEDA Annual Convention Promotion**

*This issue will be distributed at The NAFEM 2017 Show.*

March/April 2017

### **This Issue is Distributed to all FEDA Convention Attendees**

*Promote Your Booth at the NRA Show too.*

January/February 2018

### **FEDA Annual Convention Promotion**

*\*Rates to be announced*

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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](http://www.feda.com)). Plus copies will be emailed to key contacts in 2017 to share with their staff (an estimated 2,300 additional key readers).**

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, the leading industry dealers.



The logo features the acronym 'FEDA' in white, bold, sans-serif font, set against a red rectangular background with a white diagonal line. Below this, the words 'News & Views' are written in a large, bold, black serif font. The ampersand is red and stylized, connecting the two words.

The Voice of the Foodservice Equipment Distributors Association

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

**2250 Point Blvd.  
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Elgin, IL 60123  
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[www.feda.com](http://www.feda.com)**