

FOODSERVICE EAST 2010 RATE CARD

PROFILE

Foodservice East is the business-to-business publication of the Northeast foodservice industry providing management, operational and product information to the operators and decision makers of this \$80 billion regional foodservice market.

Focused on original reporting, up-to-date trend analysis, timely financial overviews and current hand-on product information, this publication examines indepth the new developments, expansions and business-building plans of the foodservice community here in the Northeast marketplace.

Quality content and reproduction combine in an easy-to-read, visually attractive, graphically upscale, editorially thoughtful environment that provides an hospitable setting for the foodservice advertiser seeking to reach the major buying influences in the region. FSE provides thorough coverage of both the commercial and non-commercial segments of the Northeast marketplace with a carefully controlled circulation base that represents the major purchasers of food, equipment and supplies in the high volume \$80 billion Northeast market.

ISSUANCE & CLOSING DATES

- a. Foodservice East is published five times a year per the following folios: Wintertide, Spring, Mid-Year, Fall Equinox, and Fall.
- b. Specific closing dates and distribution per current publication schedule.
- c. Special fast-close available, non-cancellable, for all issues. For details, contact the publisher.
- d. Cancellations- insertion schedules cancellable only on written notice received two weeks prior to copy closing.

CIRCULATION

- a. 18,000 Northeast United States per current statement
- b. Total audience: 54,000
- c. Established 1926
- d. Subscription price; \$30 a year in U.S. Single copy: \$5

AGENCY COMMISSIONS & DISCOUNTS

- a, Advertising agency commission of 15% to recognized agencies on space, color and position only
- b. Frequency discounts are earned by running 3 or more insertions in any given 12 month period
- c. Short Rate & Rate Holders: advertising schedules not completed are subject to short rate. Rate holders are not acceptable.

MAILING & SHIPPING INSTRUCTIONS

Send contracts, insertion orders, copy instructions, reproduction materials and correspondence to

Foodservice East, 197 8th St., #728, Charlestown, MA 02129 USA

MECHANICAL REQUIREMENTS

FSE is printed web offset, computer-to-plate. SWOP standards apply.

Trim size: 10.5" x 12.50"

Column width: 1 7/8" No. cols. – 5

Binding method: Saddle stitched

Colors Available: 4-color process, matched

Preferred formats: Digital files for Macintosh in In-Design or high resolution (300 dpi images) PDF

Bleed: allow additional 1/8" all four sides. Keep live matter a minimum of 3/8" from trim.

Inserts: allow a minimum 1/8" head trim on inserts. Consult publisher for quantity on specific issues.

Color proofs: If not advertiser supplied, publisher will provide at prevailing rate

CONTRACT & COPY PROVISIONS

All copy is subject to publisher approval. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork or words protected by copyright or registered trademark, labels, etc. in connection with advertising.

Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for any monies due and payable.

ADVERTISING RATES

4-color rates:	1 time	3 times	5 times
Full tabloid pg.	3756	3568	3380
Magazine pg.	2870	2727	2583
1/4 magazine pg.	790	750	711
1/2 tab pg.	2152	2045	1937
1/4 tab pg.	1085	1031	977

Spread & specialty units:	1 time	3 times	5 times
Magazine Spread	5166	4909	4650

MARKETPLACE EAST (Classified)

4-Color rates:	1 time	3 times	5 times
Per column inch	50	45	40

Minimum one column inch

Inserts supplied:	1 time	3 times	6 times
Per leaf	2005	1904	1764

Machine tipping cost: \$25/m not commissionable