

# Dairy

Innovative Ideas for Dairy Processors

## FOODS

### 2008 BUYERS GUIDE & SOURCEBOOK

Now the **ONLY** Buyers Guide serving  
the entire **DAIRY MARKET!**

*Available in Print & Online*



#### REACH 22,374\* DAIRY PROCESSORS IN PRINT:

Your company will appear in an alphabetical Supplier Section and in a Cross-Referenced Product Listing Section. Associations appear in their own alphabetical section.

#### IMPACT TENS OF THOUSANDS\*\* OF POTENTIAL BUYERS ONLINE:

Appear in the Online Dairy Foods Buyer's Guide and Sourcebook for an entire year. Processors will be able to find you by product or by company at [www.dairyfoods.com/buyersguide](http://www.dairyfoods.com/buyersguide).



*Dairy Foods and Dairy Field* have merged to bring you the most powerful, comprehensive buyers guide in the dairy market. There is no better way to reach buyers in this market all year long than to run your listing this July in the 2008 Buyer's Guide & Sourcebook!

Innovative Ideas for Dairy Processors  
**Dairy**  
FOODS

**DairyField**  
REPORTS

### Online Buyers Guide

Easy keyword search through BNP Media (powered by Google) allows potential customers to find your listing from any page on [www.dairyfoods.com](http://www.dairyfoods.com) and from other BNP Media web sites as well.

#### Appear at the Top of Your Product Categories.

Purchase a Premium Package listing and appear at the top of the results with a star next to your name every time your product categories are accessed— prime visibility!

#### Post More Info in Your Listing.

Get a dedicated page to present your information in an easy-to-read format. Purchase a Premium Package and post Spec Sheets, Product Photos, and a Logo in your online listing. Also includes Live Web & Email Links, and a special subject line in all emails so you know where your leads came from.

Display Ad Close: **June 13, 2008**

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### Listing Enhancements Give Buyers the Best Chance to Find You!

Fill out the enclosed listing and order form to be sure your company is listed. (A Deluxe Listing is **FREE** for Display Advertisers!)

#### **BOLDFACED LISTING – \$165**

**Go BOLD!** Your basic listing receives boldface in print in the Supplier & Product sections. Your listing will really stand out and attract buyers' attention!

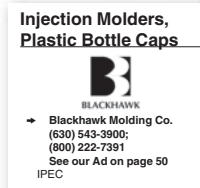
#### **LOGO LISTING – \$210**

**Draw attention to your listing!** Basic listing & one supplier logo in print.

#### **DELUXE LISTING – \$490**

**Great Value!** Boldface basic listing in print, Hot Link online, logo in supplier section in print & online, plus improved search ranking online.

**Product Logos and Box Ads also available.** See Order Form for details.



#### **DISPLAY ADVERTISERS**

Get the best value and most exposure for your company by running a display ad in the *Dairy Foods Buyer's Guide and Sourcebook!*

Display advertisers receive the following benefits:

- **FREE** Deluxe Listing
- **FREE** Boldface Type and Arrows Highlighting All of Your Product Listings
- **FREE** Cross-Reference from Your Listing to Your Ad
- **FREE** One Logo in the Product Listing Section (print only)
- **FREE** 1" Box Ad in the Product Listing Section (print only)
- **PREMIUM PACKAGE – ONLY \$375** (Deluxe Listing PLUS 3 Product Spec Sheets and 3 Product Photos online. Premium ranking and designation online (appear first with star designation) and an Email Lead Form so you know your leads came from *Dairy Foods*.)
- Discounted Rates on additional Logos and Box Ads.

See the enclosed order form for packages and pricing. Don't delay.

ASK ABOUT OUR NEW  
DIRECTORY BANNER  
& TILE OPTIONS!

#### **PREMIUM PACKAGE – \$895**

Want to make a really big splash? Choose our Premium Package.

Includes:

- Your basic listing in boldface
- **PLUS** logo in print and online
- Up to 3 Product Photos online
- Up to 3 Spec Sheets in your online listing
- Premium ranking in online search (appear at the top with a star designation)
- Live web and email links
- Email Lead Form for lead recognition



There's only one way to ensure *Dairy Foods'* subscribers can find you when it's time to buy, and that's to list your company in the 2008 *Dairy Foods Buyer's Guide and Sourcebook.*

For more information please contact Ruth Anderson at  
**(248) 244-6460** or at [andersonr@bnpmedia.com](mailto:andersonr@bnpmedia.com)