

2011 Display Advertising Rates

Black & White Rates	1x	3x	6x	12x	18x	24x
Full Page	\$4,950	\$4,740	\$4,420	\$3,880	\$3,670	\$3,450
2/3 Page	\$3,710	\$3,550	\$3,440	\$2,910	\$2,800	\$2,590
1/2 Page (island)	\$3,410	\$3,260	\$3,050	\$2,620	\$2,400	\$2,190
1/2 Page	\$2,900	\$2,900	\$2,560	\$2,240	\$2,140	\$1,920
1/3 Page	\$2,020	\$1,940	\$1,830	\$1,620	\$1,510	\$1,400
1/4 Page	\$1,680	\$1,610	\$1,500	\$1,290	\$1,180	\$1,080
1/6 Page	\$1,580	\$1,510	\$1,410	\$1,190	\$1,090	\$980

Frequencies are determined by the total number of insertions in one year (12 issues) from the date of first issue.

Color Rates	
Second color (standard)	\$740
Four-color process	\$1,270
Special color (matched per color)	\$900
Metallic color	\$1,650

Ad Sizes

Full Page with Bleed	8-1/8 x 10-3/4 inches
Full Page Non-Bleed	7 x 10 inches
2/3 Page Vertical	4-1/2 x 10 inches
1/2 Page Island	4-1/2 x 7-1/2 inches
1/2 Page Vertical	3-3/8 x 10 inches
1/2 Page Horizontal	7 x 4-5/8 inches
1/4 Page Vertical	3-3/8 x 4-5/8 inches
1/3 Page Vertical	2-1/8 x 10 inches
1/3 Page Square	4-1/2 x 4-5/8 inches
1/6 Page Vertical	2-1/8 x 4-5/8 inches

Classified Ad Rates

Dairy Foods' classified advertising section is a cost-effective way to recruit new employees, sell used and surplus equipment and market services. Dairy processors can find your ad quickly because of the clearly labeled categories.

1x.....	\$125 per column inch
3x.....	\$115 per column inch
6x.....	\$95 per column inch
12x.....	\$75 per column inch

Send Insertion Orders & Advertising Materials to:

Dairy Foods Magazine
 Attn: Lisa Webb
 57283 Silver Maple Dr.
 Washington, MI 48094
 ph: 586/677-9805
 fax: 248/244-2299
 webbl@bnpmedia.com

FTP site: <http://upload.bnpmedia.com>

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the United States must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

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BNP Custom Media Group Single Source Solution

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Comprehensive Industry Exposure

BNP Media's Food, Beverage & Packaging Group

Our expansive portfolio of food, beverage and packaging magazines gives you an unmatched resource to reach decision-makers in all areas! Consider these other BNP Media publications as part of your marketing reach:

- *Brand Packaging*
- *Candy Industry*
- *Contract Manufacturing & Packaging*
- *Flexible Packaging*
- *Food & Beverage Packaging*
- *Food Engineering*
- *Food Master*
- *The National Provisioner*
- *Prepared Foods*
- *Private Label Buyer*
- *Refrigerated & Frozen Foods*
- *Refrigerated & Frozen Foods Retailer*
- *Snack Food & Wholesale Bakery*

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13th Annual Food Safety Summit

April 19-12, 2011 • Washington DC, Convention Center

Each year the Food Safety Summit attracts thousands of food processing, food retail, foodservice, academic, government and food defense professionals from around the world.



www.foodsafetysummit.com