

Dairy

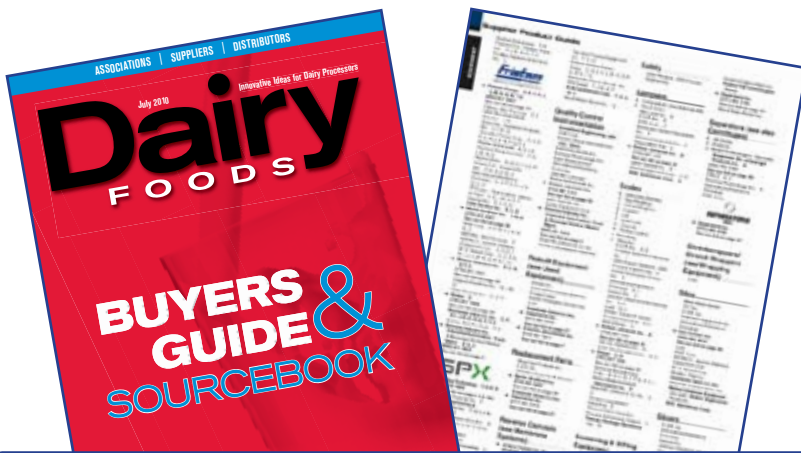
Innovative Ideas for Dairy Processors

FOODS

2011 BUYERS GUIDE & SOURCEBOOK

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

Available in Print, Digital & Online



REACH 20,534* 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.



UPDATE YOUR LISTING ONLINE

Contact Ruth for more information at andersonr@bnpmedia.com

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 and from other BNP Media web sites as well.

Appear at the Top of Your Product Categories.

Purchase a Premium Package or Premium PLUS 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.

Deadline to List: June 7, 2011

Add a video, tile ad or banner ad with the Premium PLUS Package!

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 2011 Dairy Foods Buyer's Guide and Sourcebook.

2011 BUYERS GUIDE & SOURCEBOOK

Listing Enhancements Give Buyers the Best Chance to Find You!

BOLDFACED LISTING – \$165

Go BOLD! Your basic listing receives boldface in the print & digital Supplier and 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 & digital.

DELUXE LISTING – \$490

Great Value! Boldface basic listing, live email and weblinks, logo in supplier section in print, digital & online. Plus improved search ranking online.

Product Logos and Box Ads also available. Contact Ruth for more details.

PREMIUM PACKAGE – \$895

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

Includes:

- Your basic listing in boldface
- 4-Color logo in print, digital & online
- Up to 3 Product Photos online
- Up to 3 Spec Sheets online
- Premium ranking in online search (appear at the top with a star designation)
- Live web and email links
- Email Lead Form for lead recognition
- **NEW!** Include the social media platforms your company is currently using (Facebook, Twitter and Linked In) with an icon that is a clickable link to your page for each social media platform you select.



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 & digital)
- **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.

PREMIUM PLUS PACKAGE **\$1295 (non-advertisers)** **\$550 (Advertisers)**

Includes:

- Premium Listing
- **PLUS** choice of one of the following online options Video, 5 Product Specific Banner Ads, or Tile Ad.

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