



2023 Advertising Order Form

SPECIALTY FOOD MAGAZINE

PRINT/DIGITAL EDITION

Tell your story. Sell your products.

1. Check off the issues in which you intend to advertise in the Issue column on the left.
2. Fill in the size of the ad and shape along with how many "Extras" you'd like to order.
3. Sign, date and return your completed form to mediaorders@specialtyfood.com.

ISSUE	<input type="checkbox"/> WINTER 2023	<input type="checkbox"/> SUMMER 2023
PUBLICATION DATE	JANUARY 2023	JUNE 2023
PRODUCT HIGHLIGHTS	<ul style="list-style-type: none"> • 2023 Food Trends • 2023 SFA Leadership Award Honorees • Store Tour of Las Vegas • Winter Fancy Food Show Issue 	<ul style="list-style-type: none"> • The State of the Specialty Food Industry highlights • sofi Award Winners • Lifetime Achievement and Hall of Fame Honorees • Store Tour of New York • Summer Fancy Food Show Issue
DEADLINES	Orders and Materials Due: 11/18/2022	Orders and Materials Due: 4/13/2023
DISPLAY AD SIZE & SHAPE	Specialty Food Magazine Print/Digital Ad Specs	
EXTRAS	<input type="checkbox"/> Spotlight Showcases Digital Ad (Shelf Sold Separately) # of ads: _____	<input type="checkbox"/> Spotlight Showcases Digital Ad (Shelf Sold Separately) # of ads: _____



TOTAL PRICE

Display Advertising

Display ad rates per insertion, net of 15% agency discount

	Member		Non-Member	
	1X	2X	1X	2X
2-PAGE SPREAD	\$10,500		\$12,500	
FULL PAGE	\$5881	\$5710	\$6763	\$6560
2/3 PAGE	\$4702	\$4561	\$5407	\$5245
1/2 PAGE (spread)	\$6752	\$6549	\$7765	\$7532
1/2 PAGE (island, horizontal, vertical)	\$4115	\$3992	\$4732	\$4590
1/3 PAGE (square, vertical)	\$2940	\$2852	\$3381	\$3280
1/4 PAGE	\$2359	\$2288	\$2713	\$2632

Spotlight Showcases

Promote your products in Specialty Food magazine print/digital edition

Fixed-format advertising section for Specialty Food Association members only. In **Specialty Food magazine print/digital edition** each listing is one of eight listings per page, approx. 280 characters plus 4-color photo. Note: Listings may not be combined with display advertisements to achieve frequency discounts.

ALL PRICES PER QUARTER.

Per Listing	1X	2X
Specialty Food magazine print/digital edition	\$350	\$300

ALL INFO (AD SIZE, SHAPE AT RIGHT AND INFO. BELOW) IS REQUIRED AND MUST BE FILLED IN COMPLETELY AND LEGIBLY.

FOR (ADVERTISER COMPANY NAME)		CONTACT PERSON: <input type="checkbox"/> AT AGENCY <input type="checkbox"/> AT ADVERTISER	CONTACT EMAIL
SIGNATURE (REQUIRED TO PLACE ORDER)		DATE	CONTACT PHONE
<input type="checkbox"/> BILL ME UPON PUBLICATION (Display ads ONLY). I AGREE TO PAY WITHIN 30 DAYS OF INVOICE. <input type="checkbox"/> MY CHECK FOR US \$ _____ IS ENCLOSED (MADE PAYABLE TO SPECIALTY FOOD ASSOCIATION)			
BILLING INFORMATION			
BILLING CONTACT NAME		COMPANY NAME	
TELEPHONE NUMBER		E-MAIL	
STREET ADDRESS		WEBSITE	
CITY	STATE	ZIP/POSTAL CODE	COUNTRY

This signed Advertising Planner will serve as an insertion order for the issues selected unless revised written instructions are received by the Specialty Food Association prior to the order deadlines for each specific issue. This order is subject to the terms and conditions on the current rate card available at www.specialtyfoodmedia.com. If the total number of insertions scheduled within a twelve-month period is reduced, you will be short-rated at the prevailing rates. For ad specifications go to www.specialtyfoodmedia.com.

PLEASE RETURN SIGNED, COMPLETED FORM TO
mediaorders@specialtyfood.com