



MOSCONE CENTER • SAN FRANCISCO
JAN. 17-19, 2010

EXHIBITOR MARKETING TOOLKIT

Directory Advertising

**Reach more than 17,000
qualified attendees in the
OFFICIAL FANCY FOOD
SHOW DIRECTORY**



- The Official Show Directory's expanded product and brand indexes and a large floor map, making it easier for attendees to find your products.
- Display ads run adjacent to your company listings (other positions available on request).
- Advertisers receive a complimentary Enhanced Listing.
- Specialty Food Magazine advertisers receive a 10% discount on Official Show Directory advertising.

**Insertion Orders and Payment are due by
November 23, 2009**

**Camera Ready Materials are due by
December 4, 2009**

QUESTIONS

Please call your Advertising Account Manager.

Europe & Africa:

Matt Thomas, 646.878.0174, mthomas@nasft.org

Eastern U.S. and Canada:

Eileen Mikalonis, 646.878.0125, emikalonis@nasft.org

Central/Western U.S. and Canada,

Asia/Pacific and South America: Jane Johnson, 646.878.0184, jjohnson@nasft.org

Fax orders to Phyllis Jefferson at 646.878.0212



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directory advertising insertion order form

ORDER & PLACEMENT DEADLINE: Nov. 23, 2009 • AD MATERIALS DEADLINE: Dec. 4, 2009

1. INDICATE BELOW ADVERTISING UNITS BEING RESERVED

All prices are 4-color.

AD SIZE

	Net Rates	SFM Advertisers	Net Rates
Full Page	<input type="checkbox"/> \$2250	<input type="checkbox"/> \$2025	
2/3 Page	<input type="checkbox"/> \$1912	<input type="checkbox"/> \$1721	
1/2 Page island	<input type="checkbox"/> \$1760	<input type="checkbox"/> \$1584	
1/2 Page horizontal	<input type="checkbox"/> \$1760	<input type="checkbox"/> \$1584	
1/2 Page vertical	<input type="checkbox"/> \$1760	<input type="checkbox"/> \$1584	
1/3 Page square	<input type="checkbox"/> \$1385	<input type="checkbox"/> \$1247	
1/3 Page vertical	<input type="checkbox"/> \$1385	<input type="checkbox"/> \$1247	
1/4 Page	<input type="checkbox"/> \$1247	<input type="checkbox"/> \$1122	
Cover 2	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2430	
Cover 3	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2430	
Cover 4	<input type="checkbox"/> \$3005	<input type="checkbox"/> \$2705	

Special Advertising Opportunities

Enhanced Listing

(enlarged listing on highlighted background) \$100 \$100

Inserts (printed by advertiser) \$3705 \$3335

Belly Band (printed by NASFT) \$5545 \$4991

Full page
8 1/8" x 10 7/8"
178 mm x 254 mm

2/3 page
4 9/16" x 10"
116 mm x 254 mm

1/2 page island
4 9/16" x 7 1/2"
116 mm x 191 mm

1/3 page square
4 9/16" x 4 7/8"
116 mm x 124 mm

1/2 page vert.
3 3/8" x 10"
86 mm x 254 mm

1/2 page horiz.
7" x 4 7/8"
178 mm x 124 mm

1/3 page vert.
2 3/16" x 10"
56 mm x 254 mm

1/4 page
3 3/8" x 4 7/8"
86 mm x 124 mm

* Trim size 8 1/8" x 10 7/8",
Bleeds should extend 1/4" beyond trim size. (totaling 8 3/8" x 11 1/4")

**Advertising Materials Must Be
Received by December 4, 2009**

2. AUTHORIZATION AND PAYMENT INFORMATION

THIS IS A FIRM ORDER FOR ALL INSERTIONS SCHEDULED AND IS SUBJECT TO ALL TERMS AND CONDITIONS LISTED ON THE SPECIALTY FOOD MEDIA 2010 RATE CARD. FULL PAYMENT DUE BY NOVEMBER 23, 2009.

FOR (ADVERTISER COMPANY NAME) _____ CONTACT PERSON: AT AGENCY AT ADVERTISER

SIGNATURE (REQUIRED) _____ DATE _____

- MY CHECK FOR U.S. \$ _____ IS ENCLOSED (MADE PAYABLE TO NASFT)
 CHARGE MY CREDIT CARD FOR THE INSERTION: VISA MASTERCARD AMEX

CARD NUMBER _____ EXP. DATE _____ SIGNATURE _____

CONTACT NAME _____

COMPANY NAME _____ () _____

TELEPHONE NUMBER _____ FAX NUMBER _____ E-MAIL _____

STREET ADDRESS _____ WEBSITE _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____ COUNTRY _____

FANCY FOOD SHOW BOOTH NUMBER: WINTER 2010 _____ SUMMER 2010 _____

PLEASE FAX COMPLETED FORM TO 646.878.0212 BY NOVEMBER 23, 2009
 Advertising specifications available at specialtyfood.com/media