

2012 MEDIA PLANNER

Serving the Foodservice Industry Since 1983

A SHELBY REPORT

SUNBELT *Foodservice*

***Part of the Recipe for
Your SUCCESS!***

Multiple Foodservice Segments

"On The Cutting Edge" Profiles

News and Analysis

Topical Features

Event Coverage

www.sunbeltfoodservice.com

2012 Four Color Advertising Rates* (GROSS)

Ad Size	Dimensions	1 x	3 x	6 x	9 x	12 x
Full Page	FULL BLEED 8.5"W x 11"H	\$3,990	\$3,347	\$3,071	\$2,933	\$2,690
	4 col x 10" 7.45"W x 10"H					
2/3 Page	3 col x 8" 5.546"W x 8"H	\$2,992	\$2,514	\$2,304	\$2,200	\$2,020
	4 col x 6" 7.45"W x 6"H					
1/2 Page	VERTICAL BLEED 4.167"W x 11"H	\$2,594	\$2,179	\$1,998	\$1,907	\$1,751
	2 col x 10" (V) 3.642"W x 10"H					
	HORIZONTAL BLEED 8.5"W x 5.525"H					
1/3 Page	2 col x 7.5" 3.642"W x 7.5"H	\$2,155	\$1,811	\$1,660	\$1,584	\$1,455
	3 col x 5" 5.546"W x 5"H					
1/4 Page	2 col x 5" 3.642"W x 5"H	\$1,836	\$1,543	\$1,414	\$1,350	\$1,240
	1 col x 10" 1.737"W x 10"H					
Culinary Solutions Franchise Opps.	2 col x 2.75" 3.642"W x 2.75"H	CULINARY SOLUTIONS can promote your new product or service to the foodservice industry at a reduced rate!* FRANCHISE OPPORTUNITIES can help promote your chain concept!*				

*These rates are subject to change. Please call your Sunbelt Foodservice Rep for information about current rates and promotions.

Glossy Cover

80# Gloss Text

Power Cover (Front Logo, IFC, IBC, Back Cover)	\$16,850
Combo Cover (Front Logo-Bonus/Back Cover)	\$6,995
Inside Front Cover (8.5"W x 11"H which includes .25" of trim on all sides)	\$5,820
Inside Back Cover (8.5"W x 11"H which includes .25" of trim on all sides)	\$5,200

Rates negotiable for contracts exceeding 12 insertions.

Glossy Center

80# Gloss Text

Power Center (all four positions)	\$16,850
Center Spread (17"W x 11.25"H which includes .25" of trim on all sides)	\$9,995
Front Center (8.5"W x 11"H which includes .25" of trim on all sides)	\$5,200
Back Center (8.5"W x 11"H which includes .25" of trim on all sides)	\$4,900

Rates negotiable for contracts exceeding 12 insertions.

All Rates Gross Unless Specified and Include Four Color

*Did you know that Sunbelt Foodservice offers customized ad design services?
Ask your Sunbelt Foodservice Rep about our in-house design capabilities.*

SUNBELT FOODSERVICE

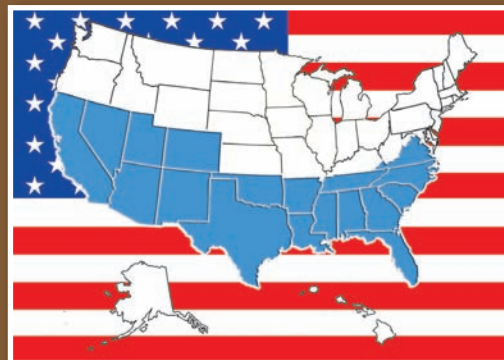
Part of the Recipe for Your SUCCESS!

Month	Closes	Features	Conventions <i>(Bonus Distribution!)</i>
January	November 16, 2011	<ul style="list-style-type: none"> • Foodservice Distributors • Beverages & Snacks 	IFDA Partners Executive Forum 1/29-2/1
February	December 28, 2011	<ul style="list-style-type: none"> • New Products & Promotions 	ACF Southeast Regional Conference 2/20-22 FEBRUARY SPECIAL: 1/2 Page or Larger Ad Receives 400 Words of Complimentary Editorial!
March	February 1, 2012	<ul style="list-style-type: none"> • Breakfast 	ACF Western Regional Convention 3/12-14
April	February 29, 2012	<ul style="list-style-type: none"> • School Nutrition 	Georgia School Nutrition Assoc. Annual Conference 4/19-21 Florida School Nutrition Assoc. Annual Conference 4/27-29
May	March 28, 2012	<ul style="list-style-type: none"> • Chef Sponsorship • Deli & Bakery 	NRA Show 5/5-8 FMI Show 5/10-12 IDDBA Dairy-Deli-Bake 6/10-12
June	April 25, 2012	<ul style="list-style-type: none"> • Hispanic Cuisine 	Texas Assoc. for School Nutrition Annual Conference 6/17-20 Southwest Foodservice Expo 6/24-25
July	May 30, 2012	<ul style="list-style-type: none"> • Franchising • BBQ 	SNA National Conference 7/15-18 ACF National Convention 7/14-17 PMA Foodservice Conference & Expo 7/27-29
August	June 27, 2012	<ul style="list-style-type: none"> • Condiments, Sauces & Spices 	Louisiana Restaurant Show 8/11-13 Western Foodservice & Hospitality Expo 8/12-14
September	August 1, 2012	<ul style="list-style-type: none"> • Equipment, Services & Technology 	Florida Restaurant Show 9/23-25
October	August 29, 2012	<ul style="list-style-type: none"> • Appetizers & Desserts 	NACS Show 10/7-10 PMA Fresh Summit 10/26-29 IFDA Distribution Solutions 10/29-31
November	September 26, 2012	<ul style="list-style-type: none"> • Pizza & Pasta 	
December	October 24, 2012	<ul style="list-style-type: none"> • Center of the Plate 	

SUNBELT FOODSERVICE Circulation

Business Classifications

Independent Restaurants	32.6%	9,249
Chain Restaurants	27.1%	7,689
Schools	16.0%	4,540
Distributors	12.5%	3,547
Manufacturer, Packer	5.9%	1,674
Healthcare	3.1%	880
Supermarket & C-Store	1.5%	426
Broker/Representative	1.1%	312
Others	0.2%	57
TOTAL	100%	28,374



Alabama	806
Arkansas	494
Arizona	1,078
California	6,291
Colorado	848
Florida	2,554
Georgia	3,121
Louisiana	766
Mississippi	502
New Mexico	432
Nevada	457
N. Carolina	1,050
Oklahoma	633
S. Carolina	783
Tennessee	1,073
Texas	4,338
Utah	465
Virginia	874
Other U.S.	1,809
TOTAL	28,374

2012 Ad Requirements

FOR COMPLETED ADS

- We will only accept **HIGH RESOLUTION PDFs** built at minimum **300 dpi w/Max Ink Density of 240**.
- Colors Black and Gray must be created using **Black (K)** and NOT Four Color Black (CMYK).
- **BLEEDS ALLOWED** on **Full** and **1/2** page ads ONLY. See previous page for dimensions.

HOW TO SUBMIT YOUR AD: 3 OPTIONS

- Upload your files to us via DropItToMe. Our Production Department will receive an email once your upload is complete. In your web browser go to **www.dropitto.me/shelbyproduction** The upload password is **2ShelbyPub8380** OR
- Email to **production@shelbypublishing.com**. (10mb Max) OR
- Ship us digital files on CD/DVD.

UNACCEPTABLE FILE FORMATS

- Microsoft Word, Excel, Powerpoint, Illustrator, Photoshop, QuarkXpress, InDesign, Corel
- GIF files or low Resolution Art (**less than 300 dpi**)
- Ads/Art comprised of mostly heavy black/dark inks. (Heavy ink coverage saturates the paper often causing ink transfers or smudges. Additionally, it can lead to illegible reverse type as the ink will fill in the lettering.) We recommend you do not use small reverse type in ads.

SUNBELT FOODSERVICE IN-HOUSE DESIGN SERVICES

- **DIGITAL FILES ONLY**
- All photos and/or logos **must** be submitted at **300 dpi** or higher.
- Please send **INDIVIDUAL, NATIVE ART FILES ONLY**.
- The acceptable formats for artwork to be used to build your ads are limited to EPS, JPEG, TIF, PDF.

If you have additional questions or need clarification on any of these requirements, please contact your Sunbelt Foodservice Rep OR contact the Production Department at production@shelbypublishing.com or by phone at 1-877-743-5291. Thank you for your interest in Sunbelt Foodservice magazine. We look forward to working with you.

Additional Information

INTERIOR PAPER STOCK = 45# AO

GLOSSY COVER PAPER STOCK = 80# Gloss Text

INSERTS (Pre Printed)

Single Leaf (1-2 sides) \$3,900

Double Leaf (3-4 sides) \$5,500

Free Standing or Stitched

OPEN RATE

Smaller Sizes \$225/column inch

B/W RATES Deduct \$500

CLASSIFIEDS

- \$50/inch
- \$20 blind box (extra)
- Non-Commissionable
- One column size 1.737"

TRIM SIZE

8.25"W x 10.75"H

SUBSCRIPTION INFORMATION

To subscribe, please go to our website **www.sunbeltfoodservice.com** and click on **SUBSCRIPTIONS**. Download and complete the .pdf form and submit electronically by following instructions on the form OR if you are having trouble with the file, print the completed form and eFax to **678.343.2197**. You can contact our circulation department at **1.888.498.0771** or by e-mail at **circulation@shelbypublishing.com**.

PUBLISHER RESERVES THE RIGHT TO EDIT COPY SUBMITTED FOR PRINT.

If you are under contract, your previous ad will continue to run unless new ad materials (meeting requirements) are received by closing date.

AGENCY COMMISSION

15%

FREQUENCY DISCOUNTS

Charges will be adjusted in accordance with earned rates when contracts are increased or cancelled.

CANCELLATION FEE

Ads cancelled after closing will be billed full price.

LATE FEE

A 1.5% charge will be added to all accounts 30 days past due.

MAIN OFFICE. 770.534.8380

EDITORIAL ONLY. 1.888.498.0771

PRODUCTION ONLY 1.877.743.5291

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MAGAZINE

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