

MAGAZINE ADVERTISING – page 1 of 3



Reach over 2,000 healthcare foodservice professionals in the quarterly publication they truly value – a unique industry resource tailored to the only association of its kind.

2010/2011 Editorial & Advertising Schedule:

Ads & Copy Due	Publication Date	Issue	Focus
January 20, 2010	February 20, 2010	Feb. 2010	TBD
March 20, 2010	April 20, 2010	May 2010	TBD
June 20, 2010	July 20, 2010	Aug. 2010	TBD
October 20, 2010	November 20, 2010	Dec. 2010	TBD

2010/2011 Advertising Rates – 4 Color:

Frequency	4 Issues	3 Issues	2 Issues	1 Issue
Two-Page Spread	\$18,000.00	\$15,000.00	\$10,000.00	\$5,000.00
Inside Front or Back Cover Ad	\$13,000.00	\$10,500.00	\$7,000.00	\$3,500.00
Full Page Ad	\$11,000.00	\$9,000.00	\$6,000.00	\$3,000.00
Three Quarter Page Ad	\$8,000.00	\$6,800.00	\$4,500.00	\$2,250.00
Half Page Ad	\$7,000.00	\$6,000.00	\$4,000.00	\$2,000.00
One-Third Page Ad	\$6,500.00	\$5,250.00	\$3,500.00	\$1,750.00
One-Quarter Page Ad	\$5,500.00	\$4,500.00	\$3,000.00	\$1,500.00
Advertising Insert or Poly Bag	TBD	TBD	TBD	TBD



Advertising conditions

- There are a limited number of advertisements available per issue.
- Variety of ad sizes available (see chart below).
- Discounts apply for multiple issue advertisements.
- Design services available on per hour basis.
- Rates are subject to change without notice.
- The publisher reserves the right to refuse any advertisement at any time which does not meet its standards.
- All files are subject to review by our staff for printing or technical issues.

Dimensions:

One-Quarter Page Ad	3.5" x 4.75"
One-Third Page Ad	2.5" x 10"
One-Half Page Ad (horizontal)	7.5" x 4.75"
One-Half Page Ad (vertical)	3.5" x 10"
Three-Quarter Page Ad	5" x 10"
Full Page Ad (without bleed)	7.5" x 10"
Full Page Ad (add additional .125 inch for bleed)	8.5" x 11"
Inside Front Cover (add additional .125 inch for bleed)	8.5" x 11"
Inside Back Cover (add additional .125 inch for bleed)	8.5" x 11"
Two Page Spread (add additional .125 inch for bleed)	17" x 11"

Premium Ad Placement

For 20 percent more than the ad rate for your insertion level, you can have your company featured in the inside front cover or inside back cover of the magazine. For 15 percent more than the ad rate, secure placement in the first five pages of the publication. (Advertising space is limited so premium placement will be sold on a first-come, first-served basis).



Specifications and Methods of Delivery:

- File Requirements Via Internet (preferred) - JPG, PDF, TIFF or EPS.
- CD-ROM - Native Files - All high-resolution images and fonts must be included in the file.
- Only use Type1 fonts –no TrueType fonts or font substitutions. Images should be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 450 dpi. If images have been enlarged in a page layout program, the dpi must be between 300 and 450 at their final, scaled measurement.
- Line art or 1-bit images must be at least 800 dpi at their final scaled measurement. Do not nest EPS file into other EPS files. File should include standard trim, bleed and crop marks, 1/2" outside trim (no marks included in the live image area).

Files can be sent to:

lhoughton@hqtrs.com

or

Lorraine Houghton, AHF Sales Manager
FSA Management Group
455 South Fourth Street
Suite 650
Louisville, KY 40202
Phone: (888) 528-9552 or 502-574-9036

Other Services to Advertisers:

Editorial reprints are available. Contact Lorraine Houghton for pricing at lhoughton@hqtrs.com or by phone at 502.574.9036.

Cancellation Policy:

Contracts and orders for insertion are due by the closing date of the issue and cannot be cancelled after that date.

**AHF reserves the right to refuse any advertisement we believe is incompatible with our mission. We also reserve the right to refuse any advertisement we deem competitive or contrary to the best interests of the association. Advertiser and its agency accepts full responsibility for the content of all advertising and holds AHF free and clear from any claims, liability or damages arising out of the advertisement or on behalf of advertiser.*

S.O. IN THE KNOW

E-NEWSLETTER ADVERTISING



AHF's E-Newsletter is a great way to reach over 2,000 food and nutrition professionals and their suppliers during the first week of every month. Advertising is available exclusively to AHF business partners.

E-newsletter Advertising Rates:

Exclusive Sponsor

1 Issue	\$2,250
3 Issues	\$6,000
5 Issues	\$8,750
7 Issues	\$10,500
9 Issues	\$11,250
12 Issues	\$12,300

Sponsors of AHF's e-newsletter will be presented in both text and graphic display to ensure members know the sponsor[s] and can connect to their web site[s] whether or not they can see the graphic. All graphics will be sized at 120 x 90 pixels.

There will be either one EXCLUSIVE SPONSOR or up to five NON-EXCLUSIVE SPONSORS per issue.

Discounts apply for multiple advertisements [see chart]. Advertisement may be changed each month if multiple advertisements of 7 issues or more are purchased.

Ads must be received by AHF the 1st of each month. *S.O. IN THE KNOW* is broadcast monthly on or near the middle of each month.

Non-Exclusive Sponsor

1 Issue	\$700
3 Issues	\$1,800
5 Issues	\$2,500
7 Issues	\$2,800
9 Issues	\$3,000
12 Issues	\$3,600

File and Delivery Specifications:

240 x 180 Pixels
GIF or JPG
Less than 15 Kbytes
Background should be white

Also include company name and URL in this format:
<http://www.company.xyz>

Files can be sent to:

lhoughton@hqtrs.com

or

Lorraine Houghton, AHF Sales Manager
FSA Management Group
455 South Fourth Street
Suite 650
Louisville, KY 40202
Phone: (888) 528-9552 or 502-574-9036

All payments are due upon submission. All files are subject to review by our staff for printing or technical issues.

BANNER ADVERTISING



Advertise today on the AHF website, which receives half a million hits per month from healthcare foodservice professionals across the United States and beyond. The site is publicly available to all.

Banner Advertising Rates

6 months	\$5,000
12 months	\$8,000

File and Delivery Specifications

240 x 120 pixels, 72 DPI, JPG or GIF / RGB

File Requirements:

- Via Internet (preferred) - JPG, PDF/X-1a, TIFF or EPS.
- CD-ROM / Native Files: All high-resolution images and fonts must be included in the file. Only use Type1 fonts—no TrueType fonts or font substitutions.
- Images should be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 450 dpi. If images have been enlarged in a page layout program, the dpi must be between 300 and 450 at their final, scaled measurement.
- Line art or 1-bit images must be at least 800 dpi at their final scaled measurement.
- No RGB or JPEG images must be at least 800 dpi at their final scaled measurement.
- File should include standard trim, bleed and crop marks. " outside trim (no marks included in the "live" image area).

Methods of Delivery:

Please indicate the month of begin date for which documents are being supplied as well as phone number of contact person [if technical help is required]. All files are subject to review by our staff for printing or technical issues.

Files can be sent to:

lhoughton@hqtrs.com

or

Lorraine Houghton, AHF Sales Manager
FSA Management Group
455 South Fourth Street
Suite 650
Louisville, KY 40202
Phone: (888) 528-9552 or 502-574-9036

PLEASE NOTE: Banner advertising fees paid in full at time of ordering. Web site advertisers have first rights to renew advertising commitments at the end of their contract period.