

# ANNOUNCING



PREPARED FOODS

## E-dition Prepared Foods' updated e-newsletter.

At *Prepared Foods*, our products are committed to **DELIVERING** the product development community to advertisers like you.

Today there are no less than 45 different e-newsletters produced by various food and beverage publishers...all of them publishing the same info...from the same wire services...at the same time.

We at *Prepared Foods* feel it's time to bust out of the pack...



### 2009 E-dition Schedule

Issue	Materials Due	Issue	Materials Due
January 5	December 30	July 6	June 30
January 19	January 13	July 20	July 14
February 2	January 27	August 3	July 28
February 16	February 10	August 17	August 11
March 2	February 24	August 31	August 25
March 16	March 10	September 14	September 8
March 30	March 24	September 28	September 22
April 13	April 6	October 12	October 6
April 27	April 20	October 26	October 20
May 11	May 5	November 9	November 3
May 26	May 19	November 23	November 17
June 8	June 2	December 7	December 1
June 22	June 16	December 21	December 15

### E-dition Rates

	1x	4x	12x
Banner/Tile Ads	\$1,200	\$1,100	\$1,000
Skyscraper Ads	\$1,600	\$1,300	\$1,100
Content Ads	\$1,575	\$1,375	\$1,150

Each issue of E-dition carries a lead story that:

- May be newsy.
- May introduce readers to technical papers that help in a multitude of formulation challenges.
- May offer exclusive analysis of the latest regulatory or technical news from a *Prepared Foods* expert.

Look for original content featurettes on:

- Product trends
- Regulator news
- Updates on food ingredient technology
- Formulation tips

You can count on **E-dition** to extend the editorial content that *Prepared Foods* has become known for into a digital format. Not rehashed info, but unique original content that commands readership and sets itself apart from the norm.



Contact your sales rep today to learn more about how to leverage *Prepared Foods* E-dition.

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