



PreparedFoods.com NutraSolutions.com

Impression based website advertising
GUARANTEES that your ad will be seen by the
number of product developers of **YOUR CHOICE.**



PREPARED FOODS

PreparedFoods.com

PreparedFoods.com provides information on global new product introductions, culinary trends, ingredient technology and practical applications. With a focus on content rich features to draw in product developers, your ad will get more impressions than ever before.



PREPARED FOODS

NUTRASolutions.com

NutraSolutions.com helps product developers discover solutions for the creation and marketing of nutritional products in the compelling and dynamic health and wellness movement. This specialty site with our library of health conditions and ingredients are organized so that your marketing message reaches your target audience.



Prepared Foods Network is proud to offer two Websites that guarantee the number of ad impressions. No other website directed to product developers within the food and beverage industry offers this accreditation.



– Michael Leonard, Publisher

Contact your sales rep to advertise
on the *Prepared Foods Network Websites!*

Greg Szatko
Midwest, Southeast
& Canada
630.699.3638
szatkog@bnpmedia.com

Ray Ginsberg
East Coast & Europe
856.802.1343
ginsbergr@bnpmedia.com

Wayne Wiggins
West Coast & Southwest
415.387.7784
wwiggins@wigginscompany.com

Mike Leonard
Publisher
847.405.4024
leonardm@bnpmedia.com

SITE WIDE IMPRESSIONS

PREPARED FOODS

PreparedFoods.com

PREPARED FOODS

NUTRA Solutions.com

SITE WIDE IMPRESSIONS

are ads on the home page and secondary pages, or Run of Site (ROS). All ads rotate.

OPTION 1

1 **Leaderboard** – 728 x 90

2 **Medium Rectangle** – 300 x 250

3 **Full Banner** – 468 x 60

4 **Half Banner (2 adjacent spots)** – 234 x 60

OPTION 2

5 **Skyscraper**

(ROS except for home page) - 160 x 600

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1 **FLAVOR DYNAMICS INC.**

Rich media options available upon request.

TARGETED IMPRESSIONS

PREPARED FOODS

PreparedFoods.com

PREPARED FOODS

NUTRA Solutions.com

TARGETED IMPRESSIONS

are EXCLUSIVE ads on topic specific article pages of your choice. Ads rotate.

OPTION 3

6 Skyscraper – 160 x 600 (2 available)

7 Full Banner – 468 x 60
(on topic table of contents page, not pictured)

Choose from the following *Prepared Foods* article topics to place your Targeted Skyscraper ad:

- Bakery
- Beverages
- Breakfast, Cereals & Bars
- Dairy
- Meals & Sides
- Meat, Poultry & Seafood
- Snacks & Candy
- Soups
- Sauces & Marinades
- Special Nutrition Products
- Acidulants & Phosphates
- Antioxidants & Nutritional
- Batters, Breading & Coatings
- Colorings
- Dietary Fiber
- Emulsifiers, Fat & Oils
- Flavors, Seasoning, Spices
- Flours, Grains & Pasta
- Fruits, Vegetables & Nuts
- Gums & Starches
- Proteins & Enzymes
- Cheese, Sauces & Bases
- Sweeteners
- Special Nutrition Products
- Allergens & Intolerance
- Authentic & Ethnic
- Calorie Reduction
- Cost Reduction
- Fat Reduction
- Organic & Natural
- Regulations & Claims
- Shelf Stability
- Sodium Reduction
- Weight Management
- Vegetarian

Choose from the following *NutraSolutions* article topics to place your Targeted Skyscraper ad:

- Bone & Joint
- Cancer Risk Reduction
- Cardiovascular
- Cognitive & Mental
- Cosmetic Benefits
- Diabetes & Blood Glucose Control
- Digestive
- Sports & Energy
- Eye
- Immunity
- Weight Management
- Women, Men, Kids
- General/Other
- Antioxidants
- Bioactives, Specialty /Other
- Botanicals
- Dietary Fiber & Prebiotics
- Fruits, Nuts, & Vegetables
- Grains & Seeds
- Minerals
- Nutritional Lipids, Fats & Oils
- Probiotics
- Proteins, Collagen, Amino Acids & Peptides
- Vitamins & Vitamin-like

The screenshot shows the Prepared Foods website interface. At the top, there is a navigation bar with links for HOME, MARKET BODIES, PRODUCTS, INGREDIENTS, PERFORMANCES, SUPPLIERS, RESOURCES, MULTIMEDIA, EVENTS, and ABOUT/FOODLIA. Below this is a header for 'PREPARED FOODS Network' with a search bar and a 'HOME' button. A secondary header features the 'Prepared Foods R&D Applications Seminar 2011 CHICAGO' logo and dates 'August 2-3, 2011 Rosemont, Illinois'. The main content area displays an article titled 'Taste Masking: Trends and Technologies' by David J. Schmitt, dated 08/01/2011. The article text discusses the use of sugar, sugar alcohols, and other ingredients to mask the taste of products, particularly in the context of health and wellness. A large, semi-transparent number '6' is overlaid on the right side of the article text. To the right of the article, there is a sidebar with a 'New Products' section featuring a 'Technical Solutions Presentations' slide and a 'Food & Beverage' section with a 'NEW PRODUCTS CONFERENCE 2011' banner. At the bottom of the page, there is a 'TABLE OF CONTENTS' section and a 'FOOD WATCH' section.

IMPACT IMPRESSIONS

PREPARED FOODS

PreparedFoods.com

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NUTRA Solutions.com

IMPACT IMPRESSIONS

are Rich Media ads located on secondary pages or ROS except for the home page. Ads rotate.

OPTION 4

8 Skyscraper – 160 x 600 expanded to 300 x 600 total animation stage



FREE SUPPLIER PROFILE

Receive a **FREE Supplier Profile** online when you reach a certain online spending amount.

Your Supplier Profile will include:

- Company name
- Contact information with links
- 200-word description
- Photo and/or logo

Ask your sales rep how to qualify for this great online bonus!

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