

Display Ad Rates	OPEN	4X	6X	12X	18X
1 page	\$7,305	\$7,080	\$6,440	\$6,220	\$5,935
2/3 page	\$5,890	\$5,670	\$4,625	\$4,965	\$4,745
Diagonal 1/2 pg	\$5,650	\$5,255	\$4,850	\$4,645	\$4,415
Island 1/2 pg	\$5,200	\$4,985	\$4,525	\$4,310	\$4,195
1/2 page	\$4,810	\$4,630	\$4,190	\$4,035	\$3,860
1/3 page	\$3,490	\$3,310	\$3,025	\$2,910	\$2,780
1/4 page	\$2,715	\$2,605	\$2,335	\$2,250	\$2,175
Cover 2*			\$9,570	\$9,310	
Cover 3*			\$9,140	\$8,890	
Cover 4*			\$10,015	\$9,705	

EFFECTIVE JANUARY 2012 • ISSUED SEPTEMBER 2011

Print Classified Ad Rates (Per column inch/Per insertion/Net Rates)				
1X	3X	6X	9X	12X
\$155	\$130	\$115	\$93	\$78

Prepared Foods classified ads are now available ONLINE. Classified Pages can be accessed through any of our food industry magazine websites.

Color Rates

Standard AAAA.....\$720

Matched color

per page.....\$1,350
per spread\$1,875

3 or 4 color process

per page.....\$1,890
fractional\$1,560
junior spread.....\$2,225
per spread\$2,640

Special Positions

Preferred or specified positions, other than covers, are an extra 10% of B&W rate. Consult publisher for availability.

Inserts

Black and white rates apply when inserts are furnished complete, in accordance with mechanical specifications.

Business Reply Card\$3,590

Issue and Closing Dates

Published twelve times a year. See editorial calendar for closing dates.

Send all orders and materials to:
Prepared Foods, Production Manager
2401 West Big Beaver Rd.
Ste. 700
Troy, MI 48084
P: 248-244-6431
F: 248-244-2081
e-mail: barkiewicz@bnpmedia.com
FTP: <http://upload.bnpmedia.com>

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

Agency Commission: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

Short Rates and Rebates: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

Cancellation Policy: No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.