

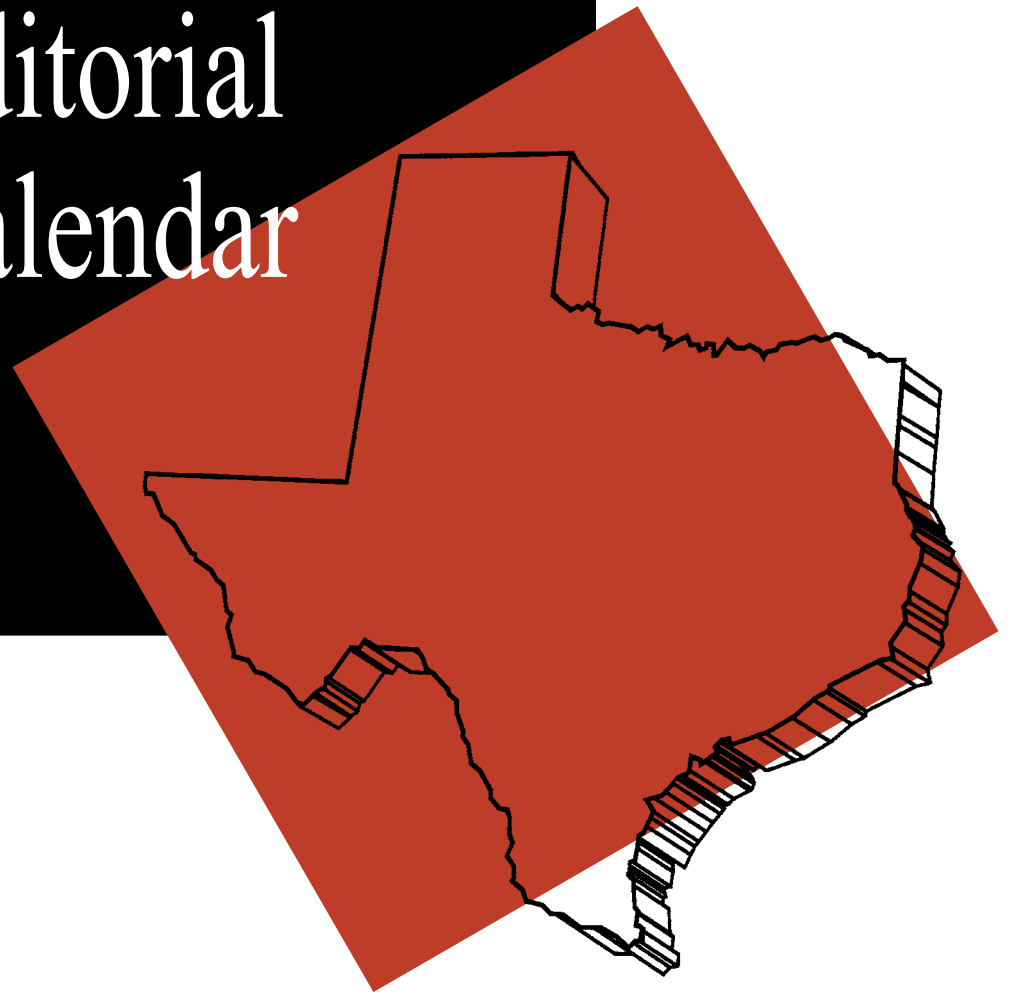


SOUTHWEST FOOD SERVICE NEWS

“Making the Industry a Neighborhood”


2011-2012

Advertising
Rates &
Editorial
Calendar



Advertising Rates

Rate Card #6

 Published rates honored for all advertising covered by authorized insertion order.

B & W	1X	3X*	6X*
Full Page . . .	\$2205.00 . . .	\$2094.75 . . .	\$1984.50
Junior Page . .	1683.00 . . .	1598.85 . . .	1514.70
½ Page	1387.00 . . .	1317.65 . . .	1248.30
⅓ Page	1011.00 . . .	960.45 . . .	909.90
¼ Page	767.00 . . .	728.65 . . .	690.25
⅛ Page	546.00 . . .	518.70 . . .	491.40
1/12 Page	436.00 . . .	414.20 . . .	392.40
Column Inch . .	51.00		

***FREQUENCY DISCOUNTS:**

3X 5% 6X 10%
Discount deducted from 1X gross rates.

COLORS:

Standard, per color, per page \$415.00
4 Color Process, per page 1254.00
Matched color extra.

PRODUCT SPOTLIGHT:

Per item, per issue \$399.00
Frequency discounts are not applicable to Product Spotlight.

SPECIAL POSITIONS:

Back Cover 10% extra
Center Spread 20% extra
Special Requested Positions 10% extra

INSERTS: FULL RUN

Single Leaf (printed 1 or 2 sides) \$3225.00
Double Leaf (printed 1 or 2 sides) 3479.00
Published rates are for inserts with a minimum 5" lip.
Inserts without lip will not be accepted.

CLASSIFIED ADVERTISING:

\$48.00 per column inch with 4" minimum requirement.
Box numbers for blind ads \$30.00 extra. \$100.00 extra for 30-day listing at www.southwestfoodservice.com.
Prepayment is required for classified advertising.

INTERNET ADVERTISING:

Banner advertising at www.southwestfoodservice.com and in the bi-monthly Internet Directory is available.
Contact sales representative for rates.

ADVERTISING AGENCY COMMISSION:

15% commission is paid on space, color, and special position to recognized advertising agencies when payment is made within terms. **Agency commissions are forfeited after 75 days from date of invoice.**

TERMS:

Net 10 days; a charge of 1½% per month will be added after 30 days of invoice date.

Circulation

Guaranteed Circulation: 16,000 per issue plus Bonus Distribution at Trade Shows.

Distribution Breakdown (includes Food and Equipment Manufacturers, and Sales Representatives)	Total Copies	% of Total
Restaurant	7,363	46.0
School: Elementary/Secondary	2,382	15.0
Hospital	1,534	9.5
Nursing Home/Retirement	1,370	8.5
Hotel/Motel/Resort	1,152	7.0
College/University	613	4.0
Food Distributor/DSR	492	3.0
Contract/In-Plant Feeder	387	2.5
Clubs: Country/Golf	310	2.0
Food Broker	269	1.5
Other	135	1.0

Ad Size Specifications



Ad Size	Inches Wide	Inches Deep
Full Page	9 3/4"	13 3/4"
Junior Page	7 3/4"	10"
1/2 Page Vertical	7 3/4"	9"
1/2 Page Horizontal	9 3/4"	7"
1/3 Page Regular	7 3/4"	6"
1/3 Page Vertical	5 3/4"	8"
1/3 Page Horizontal	9 3/4"	4 1/2"
1/4 Page Regular	5 3/4"	6"
1/4 Page Vertical	3 3/4"	9"
1/4 Page Horizontal	9 3/4"	3 1/2"
1/8 Page	5 3/4"	3"
1/12 Page	3 3/4"	3"

Mechanical Requirements

PRINTING SPECIFICATIONS:

Newspaper tabloid. Printed non-heatset, web offset, on premium grade newsprint. Page consists of five columns, each 1 3/4" wide, 68 3/4" column inches per page. Trim size: 10 1/2" x 14 1/2".

BLEED: Not Available.

INSERTS:

Single Leaf: Normal, 8 1/2" x 11"; Maximum, 10" x 13".
Double Leaf: Normal, 17" x 11"; Maximum, 20" x 13".
Inserts must have a minimum 5" lip and minimum 1/4" trim on top or bottom. Insert paper should not be heavier than 100-pound stock or lighter than 70-pound stock. Contact advertising sales representative for quantity and shipping instructions, or for information on special inserts.

ELECTRONIC DATA:

PC compatible disks. **High Resolution PDFs are preferred.** (Acrobat 4.0 or higher compatibility. Color and grayscale images set to down sample to 300 pixels/inch for images above 450. Compression should be ZIP. Monochrome images should be down sampled to 1,200 pixels/inch for images above 1,800 pixels/inch. Embed all fonts. Color should be set to U.S. Web Uncoated)

High Resolution JPEGs and High Resolution TIFs are also acceptable, with a minimum of 300 dpi. Our software actively supports: Adobe InDesign CS3, Adobe Photoshop CS3, Adobe Illustrator CS3 and Microsoft Word. Include all fonts and attached graphics and support files used. Please send hardcopy with disk. ***A production charge will be added to produce film for advertisements received on disk or via e-mail.***

PUBLISHER SERVICES AT COST:

Design, layout and/or production of all ads. Composition changes. Shipment of materials by special delivery. ***Submit proofs for approval. Minimum fee for any of the above services is 15% of the gross ad rate.***

SHIPPING INSTRUCTIONS:

Send advertising contracts, insertion orders, advertising materials, special deliveries and all correspondences to:

SOUTHWEST FOOD SERVICE NEWS

4011 W. Plano Parkway • Suite 121
Plano, TX 75093

Telephone: (972) 943-1254 • FAX: (972) 943-1258
e-mail: sballard@southwestfoodservice.com

Publisher Policy

Publisher has privilege to reject any advertising. Advertiser is responsible for all charges in his behalf, billed to, but not paid for by his advertising agency. Advertiser and advertising agency are responsible for full content of advertisements provided publisher and are responsible for any claims that may be made against publisher in connection with such advertisements.

Editorial/Advertising Schedule

Dec. 2010/Jan. 2011

FOOD SERVICE BROKERS

Texas Food Service Broker Directory

Special Feature:

Center-Of-The-Plate

Bonus Distribution: Regional Holiday Food Shows

Ad Deadline: December 2, 2010

Feb./Mar. 2011

FOOD SERVICE FORECAST

2010 Food Service Industry Forecast & Outlook

Special Feature:

Texas Food Service Distributor Directory

Bonus Distribution: Spring Distributor Food Shows

Ad Deadline: February 4, 2011

April/May 2011

NATIONAL RESTAURANT SHOW

90th Annual NRA Show in Chicago

Special Feature:

Texas School Show

Bonus Distribution:

90th Annual NRA Show and Texas School Show

Ad Deadline: April 1, 2011

June/July 2011

SOUTHWEST FOODSERVICE EXPO

2011 Southwest Foodservice Expo

Special Feature:

American Culinary Federation Convention

Bonus Distribution: Southwest Foodservice Expo;
American Culinary Federation Convention

Ad Deadline: June 3, 2011

Aug./Sept. 2011

NON-FOODS

Food Service Equipment

Special Feature:

Bar-B-Que

Bonus Distribution: Fall Distributor Food Shows

Ad Deadline: August 5, 2011

Oct./Nov. 2011

NON-COMMERCIAL FOOD SERVICE

National Seafood Month

Special Feature:

Soup

Bonus Distribution: Fall & Holiday Food Shows

Ad Deadline September 30, 2011

Dec. 2011/Jan. 2012

FOOD SERVICE BROKERS

Texas Food Service Broker Directory

Special Feature:

Center-Of-The-Plate

Bonus Distribution: Regional Holiday Food Shows

Ad Deadline: November 30, 2012

Feb./Mar. 2012

FOOD SERVICE FORECAST

2012 Food Service Industry Forecast & Outlook

Special Feature:

Texas Food Service Distributor Directory

Bonus Distribution: Spring Distributor Food Shows

Ad Deadline: February 3, 2012

April/May 2012

NATIONAL RESTAURANT SHOW

91st Annual NRA Show in Chicago

Special Feature:

Texas School Show

Bonus Distribution:

91st Annual NRA Show and Texas School Show

Ad Deadline: March 30, 2012

June/July 2012

SOUTHWEST FOODSERVICE EXPO

2012 Southwest Foodservice Expo

Special Feature:

American Culinary Federation Convention

Bonus Distribution: Southwest Foodservice Expo;
American Culinary Federation Convention

Ad Deadline: June 1, 2012

Aug./Sept. 2012

NON-FOODS

Food Service Equipment

Special Feature:

Bar-B-Que

Bonus Distribution: Fall Distributor Food Shows

Ad Deadline: August 3, 2012

Oct./Nov. 2012

NON-COMMERCIAL FOOD SERVICE

National Seafood Month

Special Feature:

Soup

Bonus Distribution: Fall & Holiday Food Shows

Ad Deadline October 5, 2012

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“Making the Industry a Neighborhood”



Sam Ballard, Publisher • sballard@southwestfoodservice.com

4011 W. Plano Parkway Suite 121 • Plano, Texas 75093

972-943-1254 • 972-943-1258 FAX

Web site: www.southwestfoodservice.com