

PRINT

Rates

(All rates are NET)

2018 Magazine Rates

	1x	3x	6x	9x
Full Page	7,280	7,070	6,860	6,450
2/3	5,850	5,700	5,505	5,400
1/2 island	4,995	4,835	4,680	4,470
1/2	4,575	4,420	4,310	3,950
1/3	3,740	3,535	3,430	3,220
1/4	2,910	2,805	2,700	2,595

FRENCH

Accent Alimentaire sur le Québec

	1x	2x	4x
Full Page	1,765	1,660	1,555
2/3	1,505	1,400	1,295
1/2 island	1,320	1,245	1,140
1/2	1,350	1,035	935
1/3	935	880	830
1/4	830	750	725

Increase Brand, Revenue, Market Share

Make sure your marketing and advertising message is seen in the most well-written, most established, and only nationally distributed food and beverage processing publication in Canada — that reaches the entire industry.

Contact a *Food in Canada* representative today to discuss how we can help you grow your brand, increase revenue and boost market share.

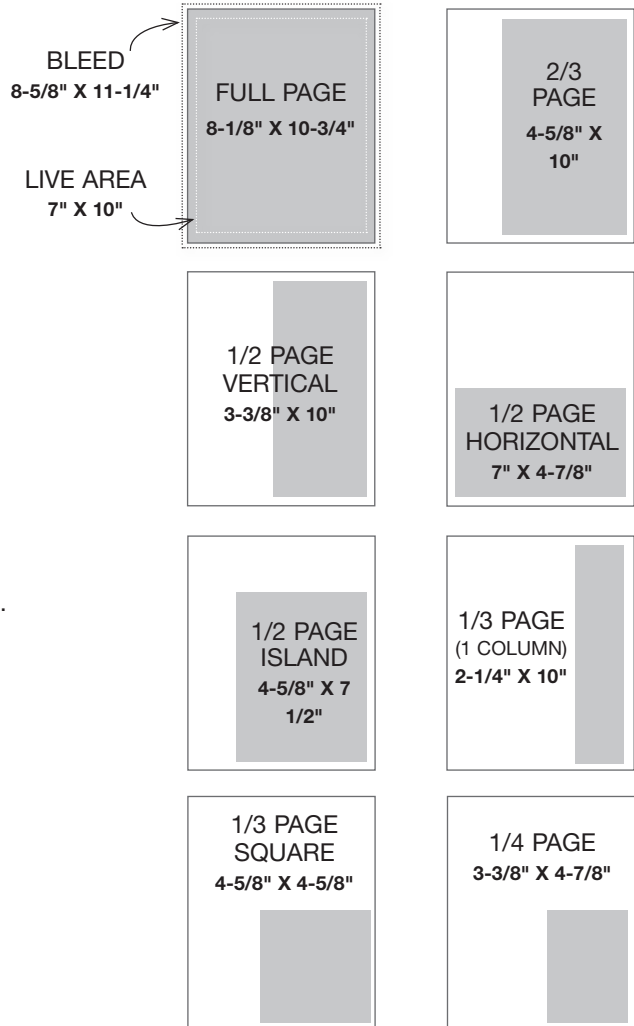


FOR MORE INFORMATION ABOUT ADVERTISING, VISIT OUR WEBSITE
www.foodincanada.com/advertise or contact

Jack Meli (647) 823-2300 jmeli@foodincanada.com | Daniela Piccone (416) 510-6773 dpiccone@foodincanada.com

Ad Specs

Standard unit size	Inches	Inches
full page (trim)	8-1/8	10-3/4
full page (bleed)	8-5/8	11-1/4
full page (live area)	7	10
2/3 page	4-5/8	10
1/2 page island	4-5/8	7-1/2
1/2 page (horizontal)	7	4-7/8
1/2 page (vertical)	3-3/8	10
1/3 page (1 column)	2-1/4	10
1/3 page (square)	4-5/8	4-5/8
1/4 page	3-3/8	4-7/8



Print Ad Material Requirements

- > Please provide us with a PDF/X-1a:2001 file.
- > All fonts and images must be embedded and file flattened.
- > All colours used must be CMYK or Grayscale.

Where to send it

- > Upload your file(s) to:
<http://vip.fbcpublishing.com>
(No user name or password required)

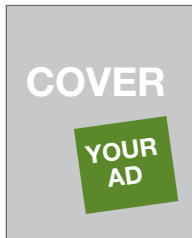
For more info contact:

Arlene Bomback, Advertising Services Coordinator
(204) 944-5765 arlene@fbcpublishing.com

The leading information provider to the food & beverage processing industry



Sticky Note: Sticky Notes are repositionable sticker ads that work like Post-it® notes. They can be

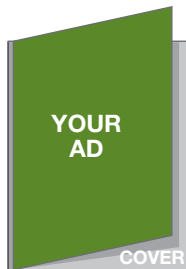


placed on the cover of the magazine to “grab” readers’ attention.

Benefits

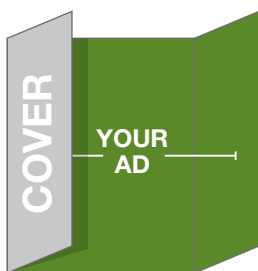
- > Puts your message directly in front of readers
- > Affords primary visibility in the publication

False Cover: Let your message make a real impact by prominently displaying your False Cover (both sides) as a removable insert applied to the cover or inside page of the publication. The False Cover is easily removed for later reference or usage, and is particularly effective for special issue highlights.



Benefits

- > Creates an interactive experience for the reader
- > Affords primary visibility in the publication
- > Creates multi-panel opportunities
- > Directs reader to advertisements or editorial content



Barn Door:

A Barn Door feature is a two-piece cover with flaps that meet in the middle — giving you the opportunity to entice readers to open the gate to view your full message. Positioning is

on the front cover of the magazine — our readers can’t miss it!

Benefits

- > Draws attention and encourages reader interaction
- > Extends usable space in premium location
- > Builds anticipation
- > Conveys prestige through high-profile ad placement

Rates for special tactics advertising are custom and based on size of the piece, weight of the piece, etc. Please speak with your advertising rep for more details.

COVER

YOUR AD

Belly Band: Advertising on a Belly Band enables your target audience to immediately see your customized message. And because they have to remove the band to open the magazine, readers are highly likely to notice the ads on both the

front and back. You can even use the Belly Band copy to direct the reader to relevant copy inside.

Benefits

- > Puts your message directly in front of readers
- > Uses incremental ad space
- > Grabs the attention of non-readers

Polybag: Grab attention before anything else does through a custom-printed Polybag — the first thing your prospects see before they even reach the cover. Your advertising message is bagged inside with the publication.

Benefits

- > Grabs your prospects’ attention
- > Explodes your brand awareness
- > Gives you primary visibility
- > Helps you stand out from other advertisers

Custom Insert: Custom inserts can be glued/ tipped-in at the centre fold of the publication. They can be post-card style or a pull-out newsletter — the sky is the limit!

Benefits

- > Grabs your prospects’ attention
- > Directs reader to advertisements or editorial content
- > Helps you stand out from other advertisers



Webinars: A seminar conducted online, hosted and promoted through *Food in Canada*.

Benefits

- > Create and increase your company’s brand awareness
- > Generate new leads
- > Qualify prospects and move the right customers to the next stage of the sales process
- > Appear as industry experts