

## Special TACTICS

**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**

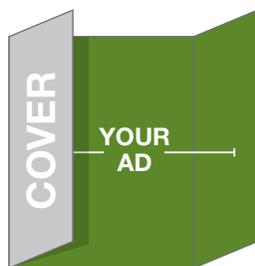
- > Puts your message directly in front of readers
- > Affords primary visibility in the publication

**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