

## 2012 AD RATES & POLICIES

Effective With The January 2012 Issue

### BLACK & WHITE

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full Page	9640	9310	8405	7900	7430	7175
2/3 Page	7210	7040	6440	5945	5590	5355
1/2 Page Island	6545	6320	5770	5505	5075	4955
1/2 Page	5730	5510	4955	4675	4330	3970
1/3 Page	4050	3890	3620	3240	3060	2970
1/4 Page	3205	3115	2825	2600	2480	2370

### FOUR COLOR

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Spread	21095	20415	18630	17595	16685	16170
Full Page	11845	11510	10610	10105	9635	9380
Fractional Ads	Earned black & white rate plus \$2000					

#### Other Color & Premium Charges

**Matched (PMS) Color** 1490

**Standard (AAA) Color** 790

No premium for bleeds.

#### Cover Premiums

(Over earned 12X 4/C rate; cover positions are noncancelable.)

**Inside Front Cover** 15%

**Inside Back Cover** 10%

**Back Cover** 25%

#### Furnished Insert Discounts & Business Reply Cards

Inserts must be furnished complete by advertiser. Discounts apply to black & white rates for the same number of pages. Back-up charges may be applied. Space charges for business reply cards are size proportional to full-page black & white rate at earned frequency times two. Printing and/or production for BRCs extra. All bound-in inserts and BRCs require binding stub, tipping-in or magna-stripping. Consult publisher for charges.

No. of Insert Pages (Each face)	2	4	8	12	16	24
Discount	15%	25%	35%	40%	50%	60%

#### Agency Commission & Terms

Fifteen percent (15%) of gross billing on space, position premiums and color charges only to recognized agencies. Commission rescinded if payment not received within 30 days of date of invoice. Terms: Net 30 days. Interest penalty of 2%, compounded monthly, will be added to balances due

after 30 days. No cash discount. The publisher holds both advertiser and its agency jointly liable for balances due.

#### General Rate Policies

Cancellations and changes cannot be accepted after closing date. Publisher reserves the right to change rates with 90 days notice, though rates for advertisers with existing contracts will be honored for duration of contract. Rates are based on number of insertions during 12-month period. Advertisers will be short-rated if within 12-month period they do not place the number of insertions upon which the rate has been based. Advertisers will receive rebates or credit toward further insertions if during 12-month period they exceed number of insertions upon which the rate has been based. Written or faxed insertion orders or contracts are required for each insertion. Publisher is not liable for delays in delivery or nondelivery due to conditions beyond publisher's control.

#### Advertising Acceptability

Publisher reserves the right to refuse advertising material deemed unacceptable. Publisher may require that ads with copy and graphics that too closely mimic *FER*'s editorial style prominently carry word "Advertisement."

#### List Rental

The publisher rents the magazine's circulation list for direct mail and other purposes. All rentals entail a \$300 set-up charge plus a per-name charge depending on use and format. Consult publisher for quotations.

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EQUIPMENT**  
reports