

2010

MERCHANDISING PROGRAMS

JANUARY

Special FER Fortnightly Product Promotion: Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter.

FEBRUARY

Show Issues Bonus: ½-pg. or more advertisers receive FREE ¼-pg. “Advertiser Showcase” ad in later show issue. Advertisers in both February and March issues receive two ads.

MARCH

Show Issues Bonus: ½-pg. or more advertisers receive FREE ¼-pg. “Advertiser Showcase” ad in later show issue. Advertisers in both February and March issues receive two ads. Advertisers allowed adjacency to product-relevant article on first-come, first-served basis.

APRIL

Special Pre-NRA Show Publisher’s Mailing: Your 4-pg. brochure to 100 large Midwest operators. Advertisers’ booth numbers and Web sites highlighted in special section.

MAY

“NRA Show Product Guide” outsert: All advertisers receive FREE product item in outsert and discounts on additional items. Advertisers’ NRA Show booth numbers and Web sites highlighted.

JUNE

FREE 500-name noncommercial operator direct-mail list.

JULY

Buyers Guide Bonus: Advertisers in July and 2011 Worldwide Buyers Guide receive FREE 1/4-pg. ad in Buyers Guide.

AUGUST

Western Expo Special: FREE 500-name direct mail list of your choice. Advertisers’ Western Expo booth numbers and Web sites highlighted in special section.

SEPTEMBER

Special FER Fortnightly Product Promotion: Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter.

OCTOBER

Special Worldwide Buyers Guide Advertiser’s Benefits Package: Boldfaced listings, listing insert ads, Web-site ad discounts and more. See your representative for details.

NOVEMBER

New York Show Special: Advertisers get a FREE 500-name commercial operator direct mail list and their booth numbers and Web sites highlighted in a special section.

DECEMBER

Special NAFEM Show FER Fortnightly Product Promotion: Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter.

**FOODSERVICE
EQUIPMENT**
reports