

Healthcare foodservice calls for a special lineup of foodservice equipment and this quarterly *FER* supplement is *the resource* for healthcare foodservice E&S buyers. Each issue focuses on an equipment category heavily specified in the healthcare foodservice industry and a kitchen and server design feature that has become one of the most-used resources for foodservice directors embarking on renovations. As in *FER*, *Focus On Healthcare Foodservice* identifies featured suppliers by brand name.

Print Circulation: 7,500 including 5000+ that are mailed directly to healthcare foodservice professionals in addition to *FER*'s healthcare and consultant subscribers. Digital Edition is included with the *FER* Digital Editions in March, June, September and December.



ISSUE Ad Close/ Materials Due	FEATURE	DESIGN
MARCH Feb. 5/ Feb. 12	Flight-Type Warewashers	Adirondack Health, Saranac Lake, N.Y.
JUNE May 4/ May 11	Tray-Makeup Equipment	TBA
SEPTEMBER Aug. 3/ Aug. 10	Ice/Water Machines	TBA
DECEMBER Nov. 2/ Nov. 9	Tilt Skillets	TBA

Print Ad Rates

Full Page Color: \$4,395

Half Page Color (H or V): \$2,845

All Rates Gross (Include 15% agency commission)

Focus On Healthcare Foodservice Print Ad Specs (Trim Size: 8-in. Wide x 10¾-in. Deep)

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Full	7	10	8¼	11	8	10¾
Half Horiz.	7	4¾	8¼	5½	8	5¼
Half. Vert.	3¾	10	4¾	11	3¾	10¾

Please keep all live copy ¼-in. from edge of FINAL ad size.
All files should be sent as high-resolution, CMYK PDF/X-1a files.
DO NOT USE Spot, Pantone, LAB, RGB or ICC color profiles.



FER's Focus On Specifying Supplies is a new supplement that directly links suppliers of smallwares, tabletop and servingware products to the largest buyers/specifiers of durable supplies in the world. They include 31,000 multiunit operator, dealer/distributor and consultant subscribers who work for the largest operator organizations in North America and the world, across all segments.

Not Just an Ad, a Content Sponsorship

Our editors will work with sponsors in each issue to develop content to help readers understand how to choose, size, determine quantities, store, clean and other information specific to the sponsor's product categories. *FER* editors and art director will be *solely responsible* for developing, writing and designing the content portion of the supplement and will rely on sponsors for background materials, guides, information and photography.

A Foodservice "Stations" Approach

Each issue of *Focus On Specifying Supplies* will take a station-by-station approach to specifying durable supplies throughout a foodservice facility. We will work our way from receiving and storage, through prep and cooking to the front-of-house, focusing on durable supplies specifically needed for each major area of a foodservice operation.



Print Ad Rates

Full Page Color: \$7,645

Half Page Color (H or V): \$4,410

All Rates Gross (Include 15% agency commission)

ISSUE Ad Close/ Materials Due	FEATURE
JANUARY Dec. 4/ Dec. 11	Receiving & Storage
APRIL March 5/ March 12	The Prep Area
JULY June 4/ June 11	The Cookline
OCTOBER Sept. 5/ Sept. 12	The Front-Of-House

A full page ad entitles advertiser to be positioned with three pages of "sponsored" content, which is DEVELOPED, WRITTEN AND DESIGNED by the editors and art director of *Foodservice Equipment Reports*. *FER* will collaborate with advertiser on content.

A half page ad entitles advertiser to be positioned with 1½ pages of "sponsored" content, which is DEVELOPED, WRITTEN AND DESIGNED by the editors and art director of *Foodservice Equipment Reports*. *FER* will collaborate with advertiser on content.

Focus On Specifying Supplies Print Ad Specs (Trim Size: 8-in. Wide x 10¼-in. Deep)

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Full	7	9¼	8¼	10½	8	10¼
Half Horiz.	7	4½	8¼	5¾	8	5¼
Half. Vert.	3½	9¼	4¼	10½	4	10¼

Please keep all live copy 3/16-in. from edge of FINAL ad size. All files should be sent as high-resolution, CMYK PDF/X-1a files. **DO NOT USE Spot, Pantone, LAB, RGB or ICC color profiles.**