

FER Print Ad Rates

BLACK & WHITE

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full	10740	10375	9360	8800	8275	7990
2/3 page	8030	7845	7170	6620	6225	5965
1/2 page island	7285	7040	6425	6130	5650	5520
1/2 page	6380	6135	5520	5210	4825	4425
1/3 page	4510	4330	4030	3605	3405	3305
1/4 page	3570	3470	3145	2900	2760	2640

FOUR COLOR

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Spread	23500	22740	20750	19595	19095	18585
Full	13190	12820	11820	11255	10735	10445
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 cannot be canceled.)

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 sized 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	2	4	8	12	16	24
(Each face)						
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 Commission rescinded if payment not received within 30 days of date of invoice.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 *Foodservice Equipment Reports'* editorial style prominently carry the 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.



FER Print Ad Specs

Publication Trim Size: 8½-in. Wide x 10¾-in. Deep
(Specs apply to FER)

BLEED ADS MUST BE SENT AT THE BLEED AD SIZE; FILES SENT AT THE FINAL TRIM SIZE ARE NOT USABLE.
ALL BLEED ADS MUST HAVE ¼-in. BLEED BEYOND TRIM WITH APPROPRIATE CROP MARKS.
LIVE COPY MUST BE ¼-in. INSIDE THE FINAL TRIM EDGE OF ALL ADS.

AD UNIT	NON-BLEED		BLEED		FINAL TRIM	
	Width	Height	Width	Height	Width	Height
All Measurements (In Inches, Maximum Image Area)						
Spread	16	10	17¼	11	17	10¾
Full Page	7½	10	8¾	11	8½	10¾
⅔ Page	5	10	5¾	11	5½	10¾
½ Page Island	5	7½	5¾	8⅞	5½	7⅞
½ Page Vertical	3⅞	10	4⅞	11	4⅞	10¾
½ Page Horizontal	7½	4⅞	8¾	5½	8½	5¼
⅓ Page Vertical	2½	10	3	11	2¾	10¾
⅓ Page Square	5	4⅞	5¾	5½	5½	5¼
¼ Page	3⅞	4⅞	4⅞	5½	4⅞	5¼

DIGITAL AD FORMATS

PDF/X-1a FILES (PREFERRED)

For more information, please visit <http://www.lsc.com/prepress/prepare-for-magazine-printing>.

1) All high-resolution images and fonts must be embedded when the PDF/X-1a file is saved.

2) PDF/X-1a files MUST be CMYK with NO ICC color profiles.

3) Only use Type 1 Fonts—No TrueType fonts or Font Substitutions. **Do not use stylized text.**

If you want bold or italicized text make sure you use the proper font.

4) Do not create PDF/X-1a files by directly exporting them out of your application program.

Use a PS file with Distiller.

5) All picture boxes should have a fill of none. A fill of white is not acceptable.

6) Place all hi-res files (300 dpi) in the document BEFORE making the postscript file.

All hi-res should be set to 4-color (CMYK) and saved as a Photoshop eps or tif files. **RGB is NOT acceptable.**

7) Illustrator files should have all unused colors and brushes removed from the file. Embed all hi-res in Illustrator files. Fonts must be converted to outline in all Illustrator files.

NO A.I. Files.

8) All Photoshop files should be EPS files. Flatten all images. **NO PSD files.**

9) Do not have any spot color in the files. Change all spot colors to process colors. Be sure all files are set to CMYK. DO NOT USE ICC PROFILES.

10) Right reading, portrait mode, 100% size, NO ROTATIONS.

11) Make one PDF file per page. Do not incorporate all pages into one PDF file.

12) Check all alignments between boxes.

13) Total area density should not exceed SWOP 300% TAC.

14) Please include standard trim, bleed and center marks in all separations. No marks should be included in the "live" image area.

15) Please include a SWOP approved color proof.

ADDITIONAL SOFTWARE SUPPORTED

All files that are not sent as PDF/X-1a compliant files will be converted at a rate of \$100/hour, a minimum charge of \$100.

Software Requirements:

QuarkXpress

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Please send a SWOP colored proof for all material.

WARNING! Publisher cannot be responsible for printing quality or correctness on materials submitted without a proof.

SUBMITTING MATERIALS:

Send insertion orders and ad material to Christine Palmer, Production Manager, *Foodservice Equipment Reports*, at cpalmer@fermag.com.

For questions, call Christine at 847/648-0059.

Ad material can be uploaded to our FTP site.

If using Microsoft Explorer:

URL: [ftp.lsc.com](ftp://lsc.com)

Username: 04-gill-ac

Password: ashton,1

After logging in, go to Page -> Open FTP Site in Windows Explorer or View -> Open FTP site in Windows Explorer

Put files into the In folder.

If accessing the FTP account from an FTP client application:

Hostname: [ftp.lsc.com/04-gill-ac/in](ftp://lsc.com/04-gill-ac/in)

Username: 04-gill-ac

Password: ashton,1

STORAGE OF MATERIALS

Files submitted via the FTP site will be stored for 6 months and then discarded.



Fermag.com Ad Rates

All rates for *fermag.com* are gross, based on quarterly or calendar year commitment. Agencies will be paid 15% commission when payment is received within 30 days.

HOME PAGE

	Quarterly	Annually
Leaderboard	\$8,652	\$32,445
First Side Skyscraper	\$7,571	\$27,038
Other Side Skyscrapers	\$6,489	\$21,630

Sponsorships include additional ads and other benefits. Please consult your *FER* sales representative for details.

SECONDARY HOME PAGES

	Quarterly	Annually
Leaderboard	\$3,245	\$9,949
First Side Skyscraper	\$2,704	\$8,652
Other Side Skyscrapers	\$2,163	\$7,030

PRODUCT/REGION SPECIFIC

	Quarterly	Annually
All Ads	\$541	\$1,512

E&S CATEGORIES

	Quarterly	Annually
All Ads	\$8,652	\$32,445

E-Newsletter Ad Rates

FER FORTNIGHTLY

All rates gross	Per Issue	Quarterly	Annually
(24 issues as available)			
Leaderboard	\$1,297	\$7,571	\$27,038
First Side Skyscraper	\$1,082	\$6,489	\$21,630
Section Headings	\$971	\$5,408	\$19,467
Other Side Skyscrapers	\$814	\$4,326	\$16,223

FER DEALER REPORT

All rates gross	Per Issue	Quarterly	Annually
(24 issues as available)			
Leaderboard	\$1,082	\$6,489	\$21,630
First Side Skyscraper	\$971	\$5,408	\$19,467
Section Headings	\$814	\$4,326	\$16,317
Other Side Skyscrapers	\$704	\$3,785	\$13,519

FER WORLDWIDE REPORT

All rates gross	Per Issue	Quarterly	Annually
(4 issues as available)			
Leaderboard	\$2,704	\$2,704	\$8,652
First Side Skyscraper	\$2,163	\$2,163	\$7,571
Section Headings	\$1,948	\$1,948	\$6,489
Other Side Skyscrapers	\$1,622	\$1,622	\$5,408

FER E-PRODUCT NEWS

All rates gross	Per Issue	Quarterly	Annually
(4 issues as available)			
Leaderboard	\$3,245	\$3,245	\$10,815
First Side Skyscraper	\$2,704	\$2,704	\$8,652
Product Items	\$2,163	\$2,163	\$7,571

FER MAINTENANCE & SERVICE REPORT

All rates gross	Per Issue	Quarterly	Annually
(12 issues as available)			
Leaderboard	\$1,575	\$4,410	\$15,750
First Side Skyscraper	\$1,313	\$3,675	\$12,600
Section Headings	\$1,155	\$3,150	\$10,500
Other Side Skyscrapers	\$840	\$2,205	\$8,400

Website & E-Newsletter Ad Specs

All ads conform to Interactive Advertising Bureau (IAB) standard sizes.

WEBSITE

Fermag.com

E-NEWSLETTERS

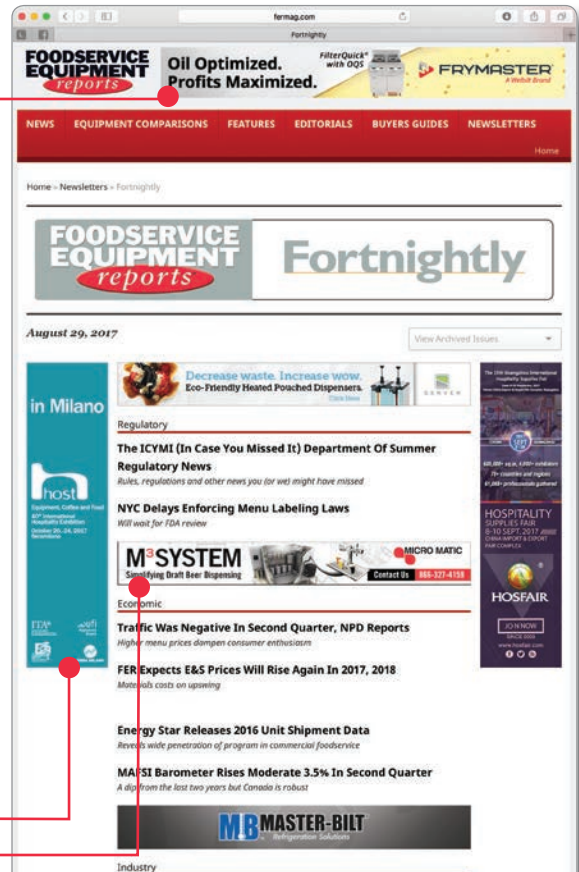
- FER Fortnightly**
- FER Dealer Report**
- FER Worldwide Report**
- FER Maintenance & Service Report**
- FER e-Product News**

WEBSITE AD SPECS

Leader Board & Footer Board: 728 points X 90 points
 Side Square: 300 points X 250 points

E-NEWSLETTER AD SPECS

Leader Board: 728 points X 90 points
 Skyscraper: 160 points X 600 points
 Section Heading: 728 points x 90 points



For more information on specifications,
 please contact Christine Palmer at
cpalmer@fermag.com.

For more information on website traffic,
 e-newsletter circulation and more,
 please contact your **FER** representative.