



FOODSHIPPERSOFAMERICA.ORG

# FOOD SHIPPERS OF AMERICA MEDIA GUIDE

Share your message with FSA members  
who spend more than \$1 billion on  
products and services annually

*Food Shippers of America* print and online magazine

*Food Shippers of America* monthly eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR** ➤  
ASSOCIATION SOLUTIONS





# The Industry is Thriving

- In recent years, supermarket retail sales reached more than **\$600 billion** in revenue.\*
- FSA members spend more than **\$1 billion** on products and services each year.
- We represent more than half of the industry's manufacturers and distributors including:

- |                           |                 |
|---------------------------|-----------------|
| • Kraft Foods             | • Hershey's     |
| • Nestlé                  | • PepsiCo       |
| • General Mills           | • Campbell Soup |
| • Tyson Fresh Meats       | • Miller Coors  |
| • ConAgra Foods           | • Heinz         |
| • Coca-Cola North America | • Dannon        |
|                           | • And more      |



**FOOD SHIPPERS  
OF AMERICA  
MAGAZINE**  
PRINT AND ONLINE

# THE VALUE OF FSA COMMUNICATIONS

- More than 7 out of 10 respondents specify, approve or make recommendations for purchases within their company.
- More than half of respondents have taken some action based on an advertisement in Food Shippers of America.
- More than 2 out of 3 respondents keep Food Shippers of America on hand for easy reference.
- 9 out of 10 respondents use the eNewsletter to stay up to date with the association and industry.



**FOOD SHIPPERS  
OF AMERICA**  
MONTHLY  
ENEWSLETTER

**Deliver your message to FSA members with \$1 billion in purchasing power.**



# FOOD SHIPPERS OF AMERICA - BIENNIAL MAGAZINE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$3,859.50	\$3,469.50
Outside Back Cover	\$3,179.50	\$2,909.50
Inside Front or Inside Back Cover	\$3,159.50	\$2,889.50
Full Page	\$2,659.50	\$2,389.50
2/3 Page	\$2,089.50	\$1,879.50
1/2-Page Island	\$1,709.50	\$1,539.50
1/2 Page	\$1,539.50	\$1,389.50
1/3 Page	\$1,109.50	\$999.50
1/4 Page	\$839.50	\$759.50
1/6 Page	\$639.50	\$579.50
1/8 Page	\$479.50	\$429.50
Black-and-White Rates	1x	2x
Full Page	\$1,619.50	\$1,459.50
2/3 Page	\$1,389.50	\$1,249.50
1/2-Page Island	\$1,179.50	\$1,059.50
1/2 Page	\$1,039.50	\$939.50
1/3 Page	\$799.50	\$719.50
1/4 Page	\$589.50	\$529.50
1/6 Page	\$449.50	\$399.50
1/8 Page	\$359.50	\$319.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of July 2018)

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# FOOD SHIPPERS OF AMERICA - BIENNIAL MAGAZINE

## DIGITAL EDITION

### EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

*Food Shippers of America* is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

#### FORMATS AVAILABLE TO READERS:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



#### 1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 Top TOC Mobile Banner 4 2<sup>nd</sup> TOC Mobile Banner

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For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

### Display Ad Package 1 | \$1,600

Includes Leaderboard and Top TOC Mobile Banner.

### Display Ad Package 2 | \$1,400

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner.

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | \$1,300

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship | \$1,200

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$900

• Medium Insert | \$775

• Large Outsert | \$800

• Medium Outsert | \$675

### Additional TOC Mobile Banner | \$750

# FOOD SHIPPERS OF AMERICA - ENEWSLETTER

## ABOUT THE ENEWSLETTER - WWW.NAYLORNETWORK.COM/FUD-NWL

Now more than ever, professionals consume information on the go. Our *Food Shippers of America* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of over 3,300 decision-makers on a monthly basis
- In addition to FSA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other FSA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### 1 Rectangles

12 Months | \$5,750

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 Sponsored Content

12 Months | \$5,950

- Only two spots available – NO ROTATION
- Naylor will create ad
- Client supplies 3-5 words for the header and 30-50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

Distributed to over 3,300 decision-makers each month with a 77% open rate!

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

**NAYLOR** ASSOCIATION SOLUTIONS



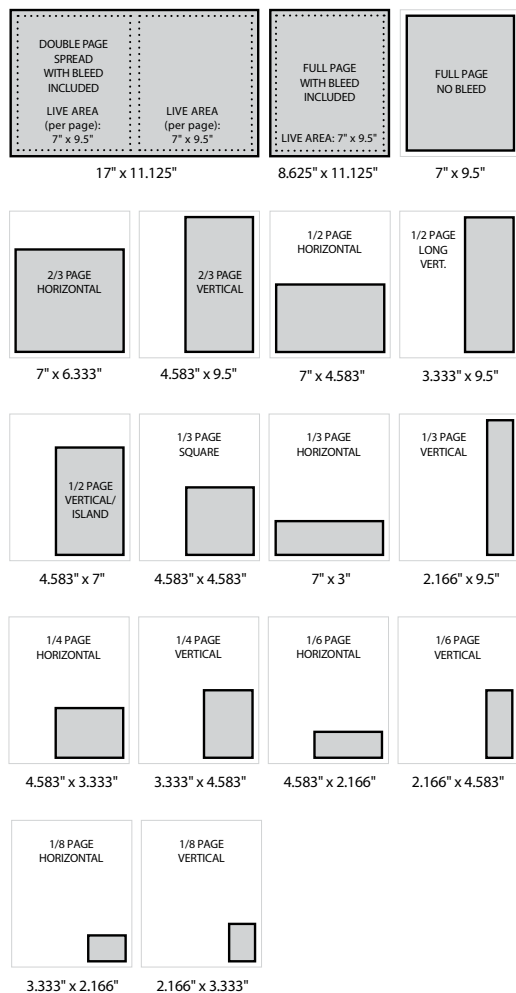


# FOOD SHIPPERS OF AMERICA - BIENNIAL MAGAZINE

## PRINT ADVERTISING SPECIFICATIONS

### FOOD SHIPPERS OF AMERICA

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flyersheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

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