

California League of Food Producers Media Guide



**Grow Your Business With California's
Estimated \$12.5 Billion Food Processing
Industry!**

Membership & Committee Directory / In the View monthly eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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Media Director
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CLFP Advantage

95%

We represent **95%** of fruit and vegetable processors in California and **35%** in the United States

\$8.5 B

Our members spend approximately **\$8.5 billion** annually on products and services.

\$12.5 B

The food processing industry is worth an estimated **\$12.5 billion**.

More than half of revenue

Canned fruit and vegetable processing and frozen food production business **spend more than half of revenue on new purchases.**

Our Members

Our members are powerful organizations that include:

- The Kraft Heinz Company
- Del Monte Foods, Inc.
- ConAgra
- Campbell Soup Supply Company
- And many more!

About Us

Our food processing members supply the nation's consumers with premium quality fruits, vegetables, juices, sauces, cheeses, snacks, nuts, seasonings and many other foods.

CLFP operates over **150 processing plants** across California. Member companies are made up of primarily canners, freezers, dryers and dehydrators of fruits and vegetables.

Contact your Naylor account representative today to connect with processing professionals who spend \$8.5 billion annually on products and services.



Membership & Committee Directory



In The View Monthly eNewsletter

NAYLOR 
ASSOCIATION SOLUTIONS

Membership & Committee Directory



Net Advertising Rates

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

Members receive a 10% discount.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Member Rate	Non-Member Rate
Double Page Spread	\$ 1,839.50	\$ 2,759.50
Outside Back Cover	\$ 1,569.50	\$ 2,169.50
Inside Front or Inside Back Cover	\$ 1,369.50	\$ 1,969.50
Die-Cut Tab	\$ 1,259.50	\$ 1,859.50
Full Page	\$ 1,159.50	\$ 1,759.50
1/2 Page	\$ 889.50	\$ 1,119.50
1/3 Page	\$ 699.50	\$ 859.50
1/4 Page	\$ 509.50	\$ 669.50
1/6 Page	\$ 419.50	\$ 499.50
1/8 Page	\$ 339.50	\$ 409.50

Black-and-White	Member Rate	Non-Member Rate
Full Page	\$ 1,049.50	\$ 1,329.50
1/2 Page	\$ 689.50	\$ 829.50
1/3 Page	\$ 509.50	\$ 669.50
1/4 Page	\$ 399.50	\$ 479.50
1/6 Page	\$ 329.50	\$ 399.50
1/8 Page	\$ 269.50	\$ 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.

Digital Edition Branding Opportunities

Sponsorship | \$659.50

Large Toolbar | \$329.50

Skyscraper | \$729.50

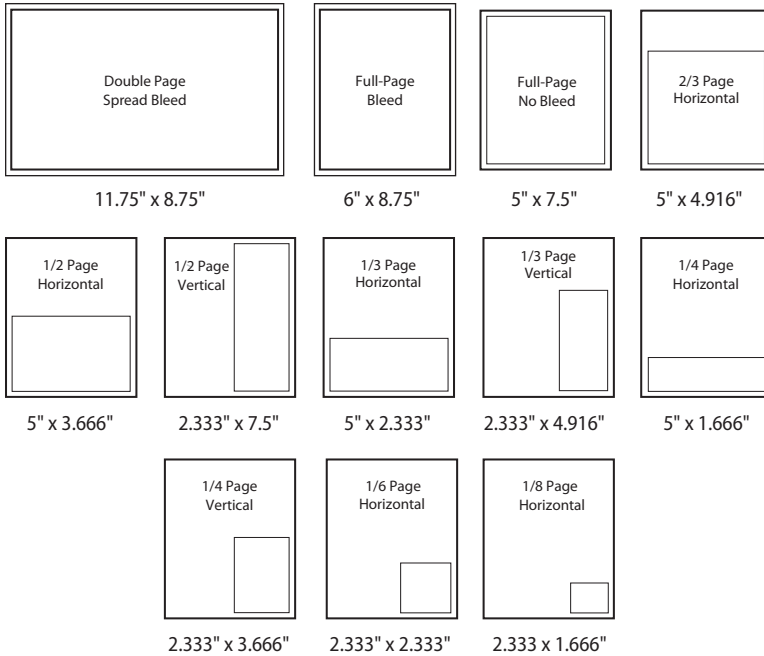
Belly Band | \$579.50

25% off lesser of two ads placed within the Membership & Committee Directory.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



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.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale 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 greyscale 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

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.

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Membership & Committee Directory



Digital Edition – <http://www.naylornetwork.com/cfp-nwl>

In addition to print, the *Membership & Committee Directory* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *The directory is emailed to readers as well as posted on the CLFP's website. An archive of the issues is available, securing your ad a lasting online presence.*

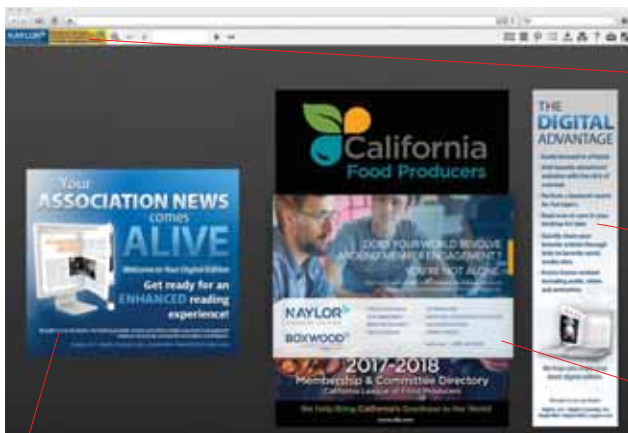
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **Read online or download and print for later**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Toolbar | \$329.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | \$729.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Belly Band | \$579.50

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Digital Sponsorship | \$659.50

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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.

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|---|
| <input type="checkbox"/> Air Pollution | <input type="checkbox"/> Heat Exchangers | <input type="checkbox"/> Processing Equipment: Freezers |
| <input type="checkbox"/> Architecture, Mechanical & Electrical Design | <input type="checkbox"/> Homogenizers | <input type="checkbox"/> Processing Equipment: General |
| <input type="checkbox"/> Banks & Financing | <input type="checkbox"/> Indirect Materials Management | <input type="checkbox"/> Processing Equipment: Grinders/Crushers |
| <input type="checkbox"/> Bins/Bulk Containers | <input type="checkbox"/> Inspection Services | <input type="checkbox"/> Processing Equipment: Magnets |
| <input type="checkbox"/> Boiler Equipment & Services | <input type="checkbox"/> Insulation | <input type="checkbox"/> Processing Equipment: Mixers/Blenders |
| <input type="checkbox"/> Branding/Package Design | <input type="checkbox"/> Insurance | <input type="checkbox"/> Processing Equipment: Peelers |
| <input type="checkbox"/> Building Construction | <input type="checkbox"/> Instrumentation/Sensors | <input type="checkbox"/> Processing Equipment: Scales |
| <input type="checkbox"/> Building Maintenance & Services | <input type="checkbox"/> Knives & Saws | <input type="checkbox"/> Processing Equipment: Separators |
| <input type="checkbox"/> Chemical Company | <input type="checkbox"/> Laboratory | <input type="checkbox"/> Processing Equipment: Sorters |
| <input type="checkbox"/> Coatings/Adhesives | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Processing Equipment: Used/Refurbished |
| <input type="checkbox"/> Cold Storage | <input type="checkbox"/> Lubrication | <input type="checkbox"/> Processing Equipment: Washers |
| <input type="checkbox"/> Color Analysis/Measurement | <input type="checkbox"/> Maintenance | <input type="checkbox"/> Property Tax Consultants |
| <input type="checkbox"/> Commercial Slicers | <input type="checkbox"/> Material Handling | <input type="checkbox"/> Pumps/Valves |
| <input type="checkbox"/> Compressors | <input type="checkbox"/> Metal Detectors | <input type="checkbox"/> Quality Control Equipment |
| <input type="checkbox"/> Computer/Software/Internet | <input type="checkbox"/> Organic Certification | <input type="checkbox"/> Radio Frequency Identification - RFID |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Packaging: Coding/Labeling | <input type="checkbox"/> Refrigeration/Energy Efficiency/Controls |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Packaging: Containers | <input type="checkbox"/> Rental Equipment |
| <input type="checkbox"/> Conveyor Belts | <input type="checkbox"/> Packaging: Equipment | <input type="checkbox"/> Research Services |
| <input type="checkbox"/> Dunnage: Service/Supply/Materials | <input type="checkbox"/> Packaging Supplies | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Painting | <input type="checkbox"/> Safety & Training |
| <input type="checkbox"/> Electrical: Equipment/Service/Supplies | <input type="checkbox"/> Panels: Walls & Ceiling | <input type="checkbox"/> Safety Equipment & Supplies |
| <input type="checkbox"/> Employment/Staffing Services | <input type="checkbox"/> Pest Control | <input type="checkbox"/> Sanitation |
| <input type="checkbox"/> Energy: Solar/Renewable | <input type="checkbox"/> Pipe Restoration | <input type="checkbox"/> Sealers |
| <input type="checkbox"/> Energy: Service/Suppliers/Technology | <input type="checkbox"/> Plate Heat Exchange - New Units/Parts | <input type="checkbox"/> Security Services |
| <input type="checkbox"/> Energy: Saving Solutions | <input type="checkbox"/> Processing Equipment | <input type="checkbox"/> Seeds |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Processing Equipment: Blanchers | <input type="checkbox"/> Sterilization/Preservation |
| <input type="checkbox"/> Environmental | <input type="checkbox"/> Processing Equipment: Can Sealers | <input type="checkbox"/> Storage Systems |
| <input type="checkbox"/> Enzymes | <input type="checkbox"/> Processing Equipment: Chillers | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Equipment Installation | <input type="checkbox"/> Processing Equipment: Conveyors | <input type="checkbox"/> Wall & Ceiling Panels |
| <input type="checkbox"/> Equipment Leasing | <input type="checkbox"/> Processing Equipment: Cookers | <input type="checkbox"/> Warehouse/Storeroom |
| <input type="checkbox"/> Fabricators | <input type="checkbox"/> Processing Equipment: Cutters | <input type="checkbox"/> Warehouse |
| <input type="checkbox"/> Flooring - Service/Products/Industrial | <input type="checkbox"/> Processing Equipment: Dryers & Dehydrators | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Flow Systems | <input type="checkbox"/> Processing Equipment: Extractors | <input type="checkbox"/> Wastewater Management |
| <input type="checkbox"/> Food Ingredients/Mixes/Seasonings | <input type="checkbox"/> Processing Equipment: Fillers | <input type="checkbox"/> Water Management |
| <input type="checkbox"/> Gaskets | <input type="checkbox"/> Processing Equipment: Filters | <input type="checkbox"/> Water Treatment |
| | | <input type="checkbox"/> Other: _____ |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Food Processor Members

Our processor members are some of the largest and most powerful in the country. We appreciate the investment that our advertisers make with CLFP and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CLFP.

Bell-Carter Foods, Inc.

California Fire-Roasted, LLC

Campbell Soup Supply Company

ConAgra Foods

Culinary Farms

Del Mar Food Products Corp.

Del Monte Foods

DeLallo Italian Foods, Inc.

Diana Fruit Co., Inc.

Frito-Lay, Inc.

Gills Onions, LLC

Giulianos' Specialty Foods

H. J. Heinz Company

Hilmar Cheese Company

Horizon Nut, LLC

Ingomar Packing Company, LLC

J.G. Boswell Tomato Co, LLC

Kagome, Inc.

Kraft Foods

Los Gatos Tomato Products

Mad Will 's Food Company, Inc.

Mariani Packing Company, Inc.

Mooney Star, LLC

The Morning Star Packing Company

Musco Family Olive Co.

NW Packing/San Benito Foods

Olam Spices & Vegetable Ingredients

Pacific Choice Brands, Inc.

Pacific Coast Producers

Saticoy Foods Corp.

Seneca Foods Corporation

Sensient Dehydrated Flavors, LLC

Smucker Fruit Processing Co.

Stanislaus Food Products

Stapleton-Spence Packing Co.

Sun-Maid Growers of California

Sunsweet Growers

SupHerb Farms

Unilever Supply Chain, Inc.

Wawona Frozen Foods

West Coast Products

White Oak Frozen Foods

Wilbur Packing Company

Recent CLFP Achievements



We at Pacific Coast Producers have found the CLFP to be an extremely valuable asset and ally in our business. CLFP regularly updates the industry regarding issues pending at the legislative and administrative level so that we are aware of new issues and concerns for our operations. CLFP has been instrumental in monitoring and shaping legislation on behalf of the community of food processors in this state. CLFP has provided valuable interaction with regard to invasive pests and quarantine issues, working with DPR to manage continued crop deliveries during quarantine periods. CLFP has also assisted on issues related to load securing with the CHP, and continues to be a valuable advocate for members at the Air Resources Board, the various Water Quality Boards, and monitoring other agencies such as OEHHA, CDFA and others.

PCP highly values our relationship with the CLFP, and would recommend membership to others.

Mona Shulman
General Counsel
Pacific Coast Producers

CLFP assisted us with the Processed Food Facility Registration Branch regarding our vegetable oil processing mill. After receiving CLFP's assistance we contacted the Branch and submitted our application. We received the "readiness" inspection by the Food & Drug branch. The readiness inspection went very well and we received our permit.

This episode had a excellent outcome, due in large part to Rob Neenan and Ed Yates' intervention with the Department on our behalf.

Dennis C. Tristao
Environmental Services Manager
J.G. Boswell Tomato Co. LLC

The California League of Food Producers has supported myself and our operations for the 20 years since we began in the processing industry. The CLFP has consistently provided a vehicle for us to meet and work with other industry participants, plus a high level of expertise and performance in government and regulatory affairs. We sincerely value the CLFP, and particularly, the staff of superb individuals who provide the talent, commitment and effort to get things done.

Chris J. Rufer, Owner
The Morning Star Packing Company

The California League of Food Producers was most helpful to our industry in managing and interfacing with State regulators in the recent re-write of the "Manual of Good Practice for Land Application of Food Processing/Rinse Water." CLFP's keen organizational and negotiating skills brought the re-write project to completion on-time and within budget. Further, CLFP's ability to work with State regulators in an honest, calm, and credible manner throughout the project brought our industry great respect that was somewhat lacking at the start of the project.

CLFP's diligent efforts to secure Federal and State funding to study emerging land application and processing issues facing our industry has been most helpful. Among other things, CLFP's has done an excellent job in Washington, DC as well as here in California in educating our elected officials on the many complex emerging environmental challenges that threaten our industry. CLFP's efforts in Washington, DC are certainly making elected officials take notice ... the CLFP was instrumental in getting nine of our Congressional Representatives to sign a letter urging Secretary Johanns to support CLFP-proposed research in FY 2009.

Tim Ruby, Environmental Water Manager
Del Monte Foods

The California League of Food Producers continues to provide excellent seminars which feature utility experts and industry leaders for energy efficiency understanding and opportunity.

It is important for our business to continuously evaluate our energy efficiency program and be aware of utility programs that make sense. In addition, feedback from other CLFP members, as well as a dynamic Q & A, contribute to an excellent forum for learning and application.

Lee Haskin, VP Operations
Del Mar Foods



The California League of Food Producers supports and advocates on behalf of the California food processing industry. We are the voice for the industry in government and regulatory affairs.

Recent achievements:

- CLFP was successful in getting the San Joaquin Valley Air Pollution Control District to modify its most recent boiler emissions rule and its employee trip reduction rule to make both of those regulatory initiatives more cost-effective for food processors to implement. **The amendments that were sponsored by CLFP have the potential to save the industry millions.**
- CLFP extended an exemption on new truck cargo securement regulations and published a California Food Processing Industry Economic Impact Report.
- CLFP monitors all legislation that is introduced in the California Legislature and **actively represents fruit and vegetable processors** on bills that directly impact the industry before the Legislature.
- CLFP developed a comprehensive Manual of Best Practice for Land Application of Food Processing Wastewater and conducted a training workshop for members on the topic. The Manual was cited by the Central Valley Regional Water Board as an excellent technical resource for industry and regulatory staff.
- CLFP takes an active role in energy rate cases. CLFP was a participant in Pacific Gas and Electric's 2007 Electricity General Rate Case. As a result of the proceeding, PG&E is reducing its rates for most industrial customers.
- CLFP conducted workshops for food processors regarding improved energy efficiency. The focus of the workshops was on the various programs, funds, classes, and services available to processors regarding energy efficiency. CLFP is working closely with several public utilities and the California Energy Commission to ensure processors have access to the resources they need to improve energy efficiency with the co-benefit of reduced air emissions.

In the View eNewsletter



About the eNewsletter

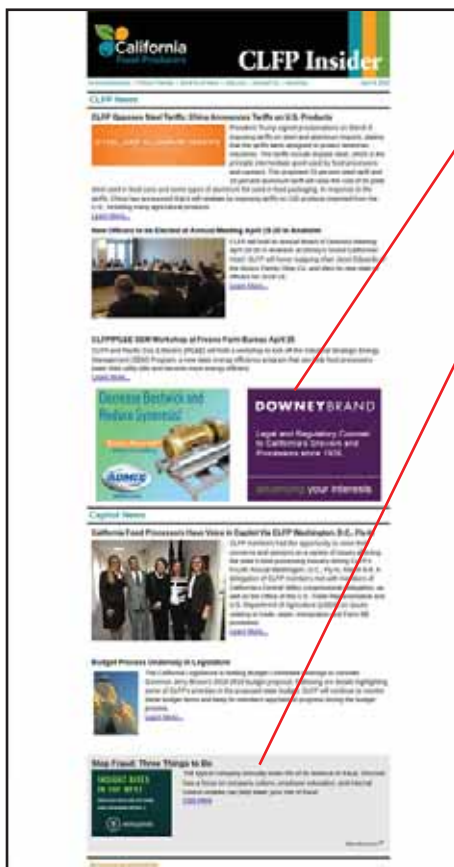
www.naylor.com/CFP-nwl

Now more than ever, professionals consume information on the go. Our *In the View* 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 1,600 decision-makers on a monthly basis*
- Each issue receives an average of more than 28 clicks!*
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CLFP 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
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

*Numbers averaged from 3/2017 - 9/2017



Rectangle (300 x 250 pixels)

12 Months | \$2,750

- Six positions available
- Located between popular sections of the eNewsletter

Sponsored Content

12 Months | \$3,275

- 180 x 150 thumbnail graphic
- Headline: 3-6 words
- Summary Text: 30-50 words
- Web Link

Distributed on a monthly basis

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

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