

# Restaurant Forum®

## RATE CARD



Restaurant Forum is a business-to-business magazine reaching professionals in the restaurant and hospitality industry since 1994. We integrate compelling local market editorial with informative national features and columns to deliver a unique perspective to the industry. Each local market edition profiles prominent restaurant owners, managers and chefs within the restaurant industry. We feature an assortment of new products, services and innovations. No other publication serves the restaurant and hospitality market like Restaurant Forum magazine.

### 4-COLOR AD RATES

Size	1x	3x	6x	12x
Full Page	\$2,040	\$1,940	\$1,735	\$1,635
2/3 Page	1,530	1,455	1,300	1,225
1/2 Page h & v	1,225	1,165	1,040	980
1/3 Page s & v	920	875	780	735
1/4 Page h & v	715	680	605	570
2 Page Spread	3,060	2,910	2,600	2,450
Outside Back Cover	2,855	2,715	2,430	2,285
Inside Front Cover	2,550	2,425	2,170	2,040
Inside Back Cover	2,345	2,230	1,995	1,880

### BLACK & WHITE AD RATES

Size	1x	3x	6x	12x
Full Page	\$1,325	\$1,260	\$1,130	\$1,060
2/3 Page	995	945	845	795
1/2 Page h & v	795	755	675	635
1/3 Page s & v	595	565	505	480
1/4 Page h & v	465	440	395	370
2 Page Spread	1,990	1,890	1,690	1,590

### 4-COLOR INSERT RATES

Size	1x	3x	6x	12x
2 Page Insert	\$1,445	\$1,375	\$1,230	\$1,160
4 Page Insert	1,705	1,620	1,450	1,365
6 Page Insert	2,100	1,995	1,785	1,680

### TARGETED CIRCULATION

Restaurant Forum magazine is produced and distributed directly to local professionals and restaurateurs in the foodservice industry. Restaurant Forum magazine readers are prominent and influential industry professionals in your local target market.

### ADVERTISING OPPORTUNITIES

**Local Advertising** — Reinforce your brand strategy and ensure the success of your advertising campaign through Restaurant Forum magazine. Promote directly to local Restaurant Forum readers to build a strong brand identity and increase product and service sales. Your message reaches important local decision makers and foodservice professionals. Preferred placement options are available for you to maximize exposure to qualified readers.

**Multimarket Advertising** — Expand your reach and effectively target multiple markets with call-to-action advertising. Drive your advertising campaign across a variety of regions throughout the U.S. and Canada (where available). Ask your local publisher about special volume discounts for multimarket advertising opportunities.

### DIGITAL EDITIONS

By advertising in Restaurant Forum, your message will also be featured in the publication's state-of-the-art digital edition. Available at [www.restaurantforummagazine.com](http://www.restaurantforummagazine.com), this search engine-optimized, interactive virtual magazine allows users worldwide to access the publication — featuring your product or service — 24 hours a day, seven days a week. Your advertisement also links users directly to your website, enhancing the exposure to your strategic marketing messages. In fact, a 2008 study by Texterity, Inc. titled "Profile of the Digital Magazine Reader" found that digital editions readers take action regarding a product or service 90% of the time, and over 76% visit advertiser websites.

### FEATURE STORIES AND PREMIUM REPRINT OPPORTUNITIES

Reprints of companies featured in Restaurant Forum are ideal for promoting a restaurant, restaurateur or foodservice professionals. Increase exposure with high-quality four-color reprints to use as brochure inserts, promotional flyers, direct mail pieces and trade show handouts. Reprints are also available to Spanish-speaking buyers. Reach this growing segment with Reprints en Español. We translate your reprints, allowing you to build product awareness in both English and Spanish.

### PREFERRED PLACEMENT RATES

The publisher reserves the right to select advertising positions in each issue. However, the advertiser may pay a 10% premium to select premium placement positions in the magazine if the ad space is four-color and 1/3-page or larger. Contact your local publisher for more details.

### CLOSING DEADLINES

Please contact your local publisher for advertising and materials closing deadlines.

**MECHANICAL SPECIFICATIONS**

**Final Trim:** 8.125" wide x 10.75" tall

**Binding:** Saddle-stitched

**Cover:** Sheet fed on 100 lb. gloss text

**Body:** Sheet fed on 70 lb. gloss text

**Line screen:** 175

ADVERTISING PAGE DIMENSIONS	(W x H)
Spread (Bleed)	16.5" x 11"
Spread (Non-Bleed)	15.25" x 9.75"
Full (Bleed)	8.375" x 11"
Full (Non-Bleed)	7.25" x 9.875"
2/3 Vertical	4.75" x 9.875"
1/2 Horizontal (Bleed)	8.375" x 5.375"
1/2 Horizontal (Non-Bleed)	7.25" x 4.8125"
1/2 Vertical	4.75" x 7.25"
1/3 Square	4.75" x 4.8125"
1/3 Vertical	2.25" x 9.875"
1/4 Vertical	3.5" x 4.8125"
1/4 Horizontal	4.75" x 3.5"

\*1/4 Page ad sizes will be stacked on a page and are not available for page dominance.

**ADVERTISING SPECIFICATIONS**

**Platform:** Macintosh platform preferred

**Preferred File Format:** Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign®, Adobe Illustrator®, Adobe Photoshop®, and QuarkXpress®. We do not accept ads created in Microsoft Publisher®, Microsoft Word®, Microsoft Powerpoint®, Multi-Ad Creator®, or Corel Draw®.

**File Transfer:** All digital files should be provided on a CD or DVD and must be accompanied by a hard copy/proof of the finished product. Files may be uploaded to our FTP site; contact your local publisher for more information. Files transferred via FTP must be supplied as a PDF/X-1a file or source files must include a clearly labeled PDF "soft proof."

**Color:** All images must be saved in CMYK format. Any RGB, Index, or PMS colors must be converted to CMYK prior to submission of materials. Noncompliant images will automatically be converted to CMYK. Sunshine Media does not assume responsibility for any discrepancies that may occur as a result of the conversion.

**Graphics:** Raster images must be 350ppi and saved in a TIFF or EPS format. Do not embed images in your source file without including those images separately (unless providing a PDF/X-1a file). Remove all embedded color profiles prior to saving files.

**Fonts:** Include all fonts with your source files. Adobe Type 1 fonts preferred – Include both printer and screen fonts. Font substitutions will be made for missing or noncompliant fonts. Sunshine Media does not assume responsibility for content errors due to these substitutions.

**Charges:** Submit final, approved artwork only. Production charges may apply to your supplied ads if they do not comply with our specifications. Charges are billed at an hourly rate with a half-hour minimum.

**MULTIPLE MARKETS**

Each contracted market requires separate ad files and proofs.

**DIGITAL FILE STORAGE**

Digital files of supplied artwork will be archived for a 12-month period. Original artwork and storage media (CDs, DVDs, USB drives, etc.) will not be returned.

**INSERT REQUIREMENTS**

Insert size: 7.875" x 10.75" or smaller. Paper stock not to exceed 100 lb. text. Inserts count as one insertion toward frequency. All single-page inserts are tipped in. Ask your publisher for the correct quantity to supply. If you are interested in having a custom insert produced, please call Sunshine Media for a quote.

**Shipping Instructions:** All inserts must be shipped prepaid and labeled with the magazine edition name, 5-digit publication number (contact publisher for number), month of issue, and total number of boxes.

Sunshine Printing  
 3980 East Columbia Street  
 Tucson, Arizona 85714-2140

**Contact your local Publisher for more information**

