

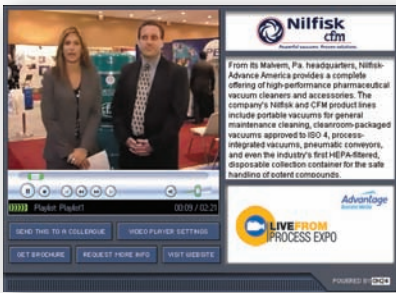
FOOD MANUFACTURING ONLINE is a comprehensive resource for food and beverage manufacturing professionals, including executive management, operations/production engineering & management, and purchasing managers, involved in making buying decisions.

With a combination of relevant editorial coverage, online exclusive articles, white papers, case studies, product demonstrations, webcasts, podcasts, forums, and more, the website provides the critical information these executives need on the wide range of products and technology used to optimize production and profitability.



Online editorial offerings include:

- **This Week in the News** providing timely and relevant weekly news updates.



- **Market Update** offering research and insight towards trends and critical industry issues.
- **Reader Polls** tallied weekly in order to provide the most updated information on pressing industry issues.

- **Streaming Media** including podcasts, product demos, simple audio, webcasts and live from the show floor interviews

Website

White Paper Channel

White paper postings are an effective way to achieve a number of marketing objectives while dispensing pertinent information to an audience eager to learn more from the experts on the issues, technology, and trends impacting their industry.

Case Histories

Case history postings tell a story that might prove helpful to others in the industry. The studies share how a particular product helped a food manufacturer improve productivity, solve a problem or increase efficiency.

Use your posting to:

- meet the educational needs of industry professionals
- create positive awareness for your organization
- strengthen your company's position as a leader
- demonstrate your expertise among your competitors
- complement your integrated marketing program
- generate quality leads from engaged audience of decision-makers

Google Co-op Custom Search

The FOOD MANUFACTURING website has new search features and functionality supported by the Google Co-op tool. Search results will now include a complete listing of relevant links on the FOOD MANUFACTURING site, across the Advantage Business Media platform, and all related industries, associations, and publications outside of the Advantage Business Media scope.

Speak with your sales representative about keyword search sponsorships.



Electronic Newsletters

E-Update/News offer monthly editorial and product features, delivered right to the inboxes of opt-in subscribers.

Product Showcases reach a global audience of qualified readers looking for relevant product information.

E-Whitepaper Showcases allow those with posted whitepapers to e-blast them to more than 20,000 FOOD MANUFACTURING subscribers.

E-Show Preview offers a glimpse of what to expect at upcoming tradeshow.



FOOD
Manufacturing®
www.FoodManufacturing.com

Webcasts

- **One Hour Live Video + 6 Months On-Demand Sponsorship**
- **One Hour Live Audio Only + 6 Months On-Demand Sponsorship**

A FOOD MANUFACTURING webcast sponsorship allows you to reach senior decision-makers with purchasing authority from virtually all industry sectors.

Whether you choose a one-hour video webcast or one-hour audio webcast, our editorial team will work with you to develop a topic and select a panel including an established industry expert and, if you choose, one of your customers, to provide a case study about your product/technology. You'll also benefit from the Q&A session which takes place during the last 15 minutes of the live event. You'll receive a full report of all questions asked during the session to help you start the conversation with potential customers and to gain insight toward the issues and problems that keep your customers up at night.



FOOD MANUFACTURING provides extensive services in all aspects of the management, marketing, production, and execution of webcast events including:

- An aggressive, targeted online and print advertising campaign to drive attendance
- Knowledgeable editors to host and moderate
- Production crew, studio facilities (video webcasts only), travel logistics
- Broadcast and streaming services
- Complete registration management and reporting
- PowerPoint slide synchronization, Q&A management, polling management
- Live and online rehearsal services and extensive product support (live rehearsal for video webcasts only; takes place day of live event)
- Archive creation and hosting of webcast on www.foodmanufacturing.com for anytime, on-demand viewing for six months
- Master CD copy of the webcast provided to sponsor

Pre-recorded Audiocasts

15 minute recorded sessions allow you to announce a product or provide a demonstration/tutorial for your audience. The recording is accessible on the Food Manufacturing website via a media player which also allows viewers to contact you via email, download a brochure and/or forward to a friend.

Podcasts

Rapidly growing in popularity as an educational tool, this audio format allows listeners to download content and listen to it on their own audio player at their convenience. Use this medium to record your own advertorial marketing message or work with our editorial staff to develop an educational presentation.

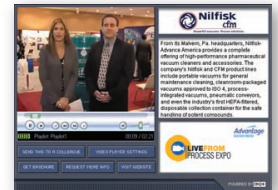
FOOD MANUFACTURING provides the following services for management, marketing, production and execution of the podcast including:

- Broadcast and streaming services
- Complete registration management and reporting
- A dedicated marketing campaign
- Archive creation and hosting of webcast on www.foodmanufacturing.com for anytime, on-demand viewing for 6 months
- Master CD copy of the webcast provided to sponsor

Live from the Show

Live from the Show is a high-profile, lead-generating, video showcase opportunity for your company and a perfect way to extend your trade show investment for the entire year. The FOOD MANUFACTURING team will come to your booth on the show floor and film your product demonstration. One of our editors will moderate/interview you to provide product background and pose post demonstration questions. The videos are approximately 10 minutes in length and provide you with the opportunity to demonstrate the features and functionality of your product, share testimonials from customers, and conduct a brief Q&A session with your top technical people. If you prefer, you may use the video to demonstrate your company's core capabilities rather than focus on a specific product.

Your footage will be edited and posted on our website within 24 hours of filming. We'll also send a link to the video within the Nightly News Alert sent out during the trade show to our opt-in newsletter audience of more than 20,000 contacts.



Banners

Rich Media

FOOD MANUFACTURING accepts Flash, Eyeblander, Peel Back, Polite Download, and Pointroll formats. Other technologies may be accepted upon approval of the publisher. Pop-ups or pop-unders are not accepted.



Text

Includes a seven-word headline, 50- 75-word description, and link to your website.

Standard

Banner, tower, button, boom box (see rates and specs sheet for details).