

# catersource®

Engage, Educate, and Celebrate the Catering and Events Industries

## 2017 MEDIA PLANNER

Multi-platform marketing  
solutions that cater to your needs.

Celebrating **25** in 2017!



[catersource.com](http://catersource.com)

# TABLE OF CONTENTS



About Catersource – 3

Industry Outlook – 4

Our Audience – 5

Client Snapshot – 6

Media Channels – 7

Get Fresh eNews – 8

On the Market Now  
eNews – 9

Attendee eNews – 10

Exhibitor eNews – 11

Exclusive Emails – 12

Social Surge – 13

Catersource.com – 14

Sponsored Content – 16

Retargeting Marketing – 17

*Catersource* Magazine &  
Editorial Calendar – 18

Magazine Specs &  
Rates – 20

Event-specific  
Advertising – 22

## Greetings!

It has been said that one of the most basic tools in a company's arsenal is the humble media planner. But truly, there's nothing humble—or basic—about what you hold in your hands. Inside are our plans for the future of our company, explaining how what *we do* can impact what *you do* in a very meaningful way. Inside, you will read about how you can be a part of our:

- Cogent digital products that whisk your message into inboxes, or capture attention on our beautiful website, [catersource.com](http://catersource.com)
- Media opportunities related to our exceptionally well-attended conferences (*Catersource*; Art of Catering Food) that bolster the livelihood of caterers and event planners across the US and beyond
- The swan song issue of *Catersource* magazine and its subsequent iteration as a single, yearly issue offers a way to promote forward-thinking future possibilities and celebrate new beginnings

Join us as we deliver to you a wide range of creative and truly innovative media channels, all intended to propel your business toward heightened fiscal performance. I suppose it really is that simple—and that basic. Your success means our success.

Let's partner together and make 2017 a year for the record books.



*Kathleen Stoehr*  
*Director of Content*  
*UBM-Catersource*

# ABOUT CATERSOURCE

## What is Catersource?

Catersource is the nation's leading events and media resource dedicated to catering and event professionals. The Catersource portfolio of products delivers fresh ideas and business strategies, and reveals established techniques used by successful industry professionals, worldwide.

Align your brand, promote your products and services, and increase leads and sales with top industry buyers who represent this thriving B2B community.

## Website Community

Catersource.com is more than just a resource—it is an invitation to deepen professional connections and inspire solutions within the catering and events industries. Our diverse community of readers and information-seekers look to cater source.com for inspirational articles and blog posts, event profiles, unique ideas, and ways to enhance and grow their businesses.

## eNewsletters & Magazine

With targeted and content-rich eNewsletter products including new for 2017 products devoted to exhibitors and conference attendees, Catersource covers emerging trends, sales and marketing techniques, new products, emerging technology, menu creation, recipes, and other innovative ways of approaching issues such as staff hiring and retention, increased dietary requirements, and employee satisfaction.

*Catersource* magazine, while ceasing regular production after its March/April issue in 2017, will land 1x a year as a robust show issue in Q1 each year. We value the power of print and hope the yearly issue is a way of connecting with those who attend or exhibit at our shows. It's a means to reach them in what has become a non-traditional—but certainly welcomed—avenue of engagement.

## Catersource & the Art of Catering Food

These two targeted events, held in Q1 each year, bring together industry professionals from around the globe to essentially see cater source.com come alive via excellent seminars and a lively tradeshow floor. Our highly-engaged attendees are ideal buyers because they purchase in large volume and seek new, diverse products. Our buyers have a hand in a wide variety of hospitality services, including corporate events, foodservice management contracts, and special events.



14,363

Unique website visitors

45,162

Website subscribers

781,397

Annual website page views

7:54

Average time on website

6,500+

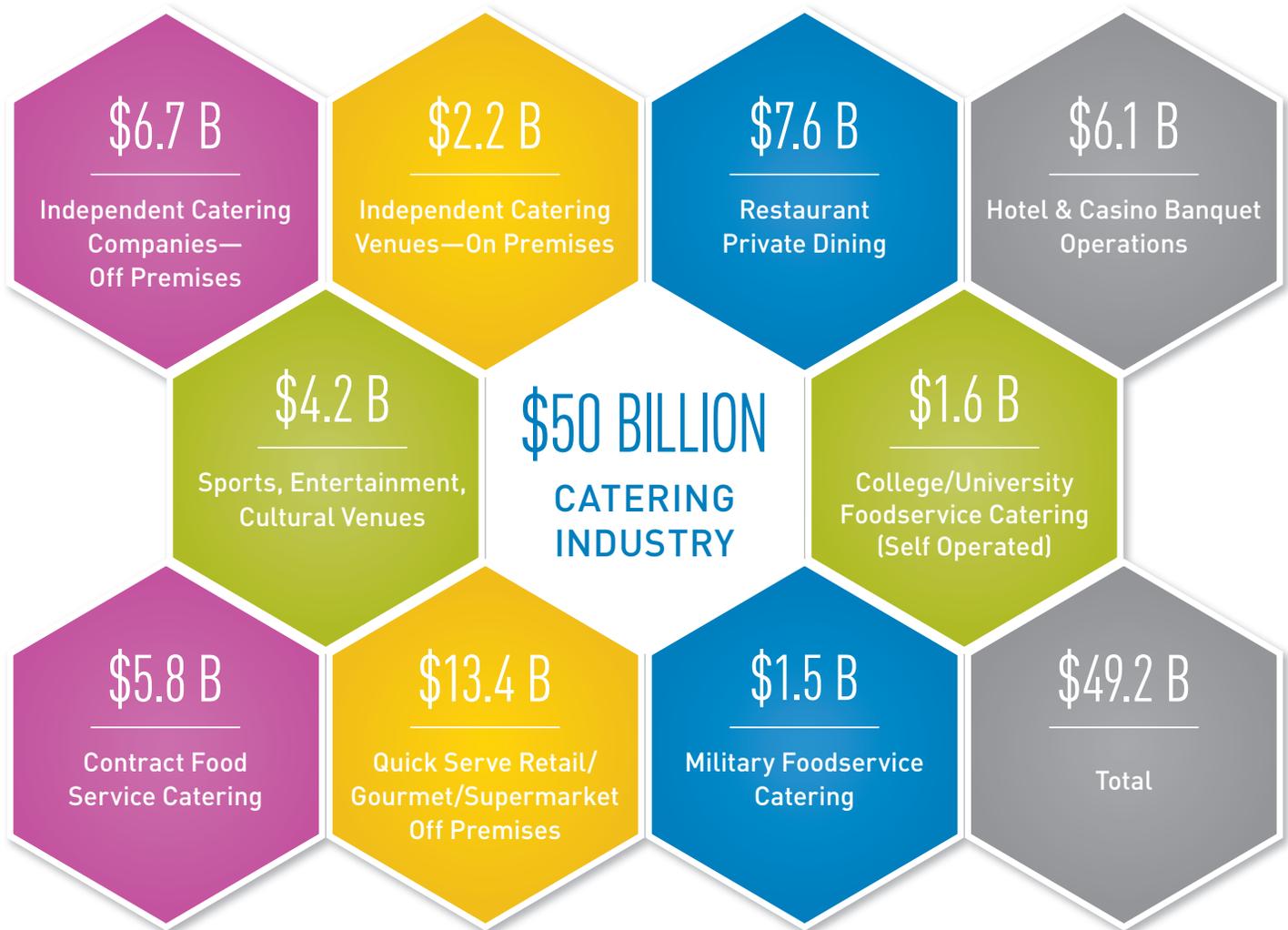
Registered CS Conference & Tradeshow attendees

400+

Registered CS Tradeshow exhibitors

# INDUSTRY OUTLOOK

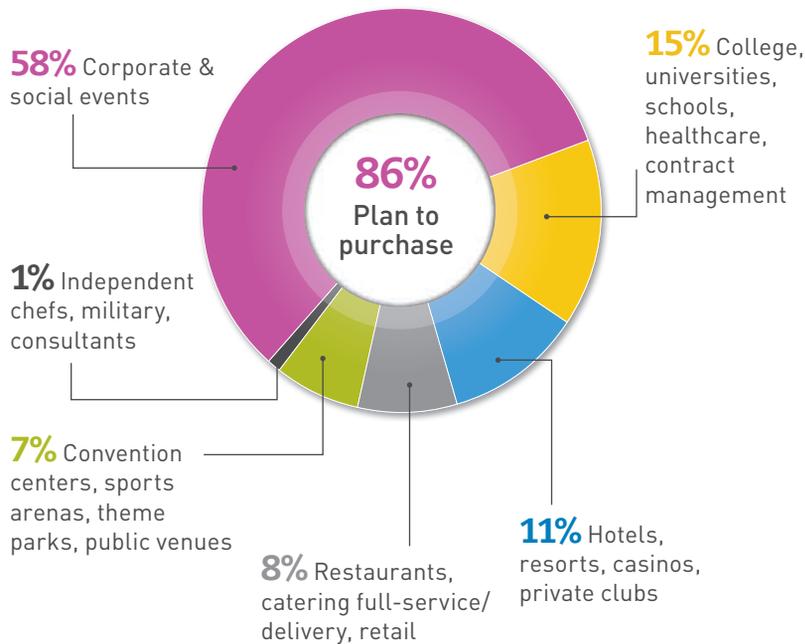
Catering remains one of the highest growth sectors in foodservice. Through frequent, volume purchases, increased consumer and business spending and market segment diversity; catering revenues are at an all time high.



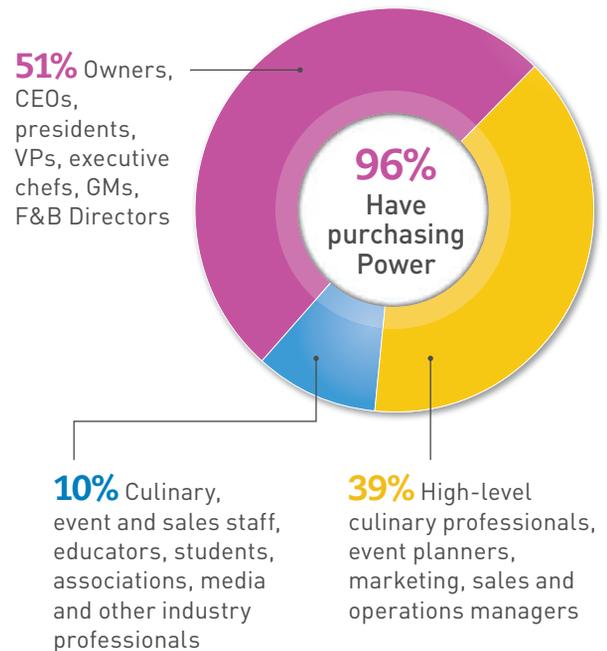
# OUR AUDIENCE

With market segments that include members of national and international associations such as NACE, ICA, ILEA, plus colleges, universities, restaurants, convention centers, banquet facilities, arenas, casinos, event venues, healthcare, and more—your product will reach a targeted audience passionately engaged in hospitality services.

## READERS BY JOB INDUSTRY



## READERS BY JOB FUNCTION



## Purchasing power

Companies reading *Catersource* service

**250** events, on average with a

**\$27K** per event budget totaling

**\$6.7M** annually

**\$500K** average product and services annual spend

# CLIENT SNAPSHOT


# MEDIA CHANNELS

Catersource delivers a wide range of creative and innovative ideas to help catering and event professionals propel their businesses toward heightened fiscal performance. Catering and event professionals turn to Catersource for solutions. When you advertise your products and services, you are building relationships with targeted industry buyers who are actively seeking new ways to stand out from their competitors by using your products as their solutions.

## eAdvertising

Our advertising solutions offer delivery of your message to our database through specialized marketing campaigns.

- eNewsletter: Get Fresh; Attendee News; Exhibitor News
- On the Market Now
- Exclusive emails
- Social surges
- Retargeting advertising

See pages 8–13 for more information.

## Online

Viewers migrate to the content rich [catersource.com](http://catersource.com) for up-to-the-minute information on catering topics relevant to their businesses. Promote your products and services to thousands of caterers 24/7 on America's number one website for catering and event industry professionals! See pages 14–17 for more information.

## Magazine

*Catersource* magazine, print and digital, is ceasing production in 2017, save for one yearly Q1 show edition, mailed to over 32,000 readers. See pages 18–21 for more information.

## Event-specific Media

Catersource produces two exciting events annually—Catersource (the show for catering and event professionals), co-located with the Art of Catering Food (a culinary-driven boutique event). These events offer specific opportunities targeted to our highly engaged attendees. See pages 22–23 for more information.



OUR NUMBERS ARE  
GROWING!

**108k+**

print, digital, and online  
subscribers

# E-ADVERTISING: NEWSLETTERS

## Get Fresh

Get Fresh is distributed monthly to the inboxes of 30,000 opt-in subscribers who are actively searching for catering products, services, and industry information. Along with our valuable content, your message will be delivered to buyers across the country and feature a direct link to your preferred URL.

### Advertising information

- 1. Top, below CTA button, 728x90 **\$1400 net**
- 2. Second position, under editorial, 728x90: **\$1000 net**
- Third, fourth & fifth positions, 200x200: **\$500 net**
- Bottom-most lower position (not shown), 728x90: **\$700 net**

### Specs

- JPG or GIF
- Max file size is 40 kb
- One URL link per ad

### Editorial focus

- **January**  
State of the Industry
- **February**  
Corporate Drop-Off Catering
- **March**  
The Future of Food Trucks
- **April**  
Recap: Catersource & the Art of Catering Food
- **May**  
Outdoor Celebrations: Ideas for Events of Every Kind
- **June**  
Best BBQ recipes for the summer season
- **July**  
Culinary Art & Creative Plating
- **August**  
Craft Cocktail Round Up
- **September**  
Hello, Holidays!
- **October**  
Trends in Buffets & Action Stations
- **November**  
Farm to Table Fare
- **December**  
International Cuisine

Get Fresh	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	1/11	2/8	3/15	4/12	5/10	6/14	7/12	8/9	9/13	10/11	11/8	12/13
Deploy date	1/18	2/15	3/22	4/19	5/17	6/21	7/19	8/16	9/20	10/18	11/15	12/20

## On the Market Now

People love to shop from the comfort of their computers and mobile devices! Consider this: online internet sales will reach \$523 billion by 2020 in the U.S. alone, up 56% from \$335 billion in 2015—and mobile devices are expected to be a key driver in that growth\*.

Put your product into their inboxes with Catersource favorite, On the Market Now (OTMN), the best shopping guide offered for the catering and events industries. OTMN is emailed the beginning of each month to 40,000 opt-in industry professionals. Take this opportunity to introduce, launch, or test market your company's product. Special offers, recipes, and giveaways will engage our audience and make your promotion stand out.

\* Source: Forester Research, Inc., U.S. Cross-Channel Retail Forecast, 2015 to 2020

### Advertising information

#### OTMN: \$500 net

- Ad positions are filled on a first come, first served basis, with a maximum of 12 ads total per deploy.

### Rate includes

- 25-character headline (spaces count)
- 50 words of copy
- One phone number
- One URL link

### Specs

- photo 72 dpi, at least 3"x5" (200x200 pixels)

Your inside look at CATERING products, services and resources. Brought to you by **catersource**

# ON THE MARKET now

DECEMBER 2016

**Headline here in this space**

Maecenas sed [link](#) pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

CTA BUTTON

**Headline here in this space**

Maecenas sed [link](#) pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

CTA BUTTON

**Headline here in this space**

Maecenas sed [link](#) pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

CTA BUTTON

**Headline here in this space**

Maecenas sed [link](#) pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

CTA BUTTON

**Headline here in this space**

Maecenas sed [link](#) pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

CTA BUTTON

**Headline here in this space**

Maecenas sed [link](#) pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

CTA BUTTON

SPONSOR

Make It Easy for Customers to Connect with You  
Text & Email | Appointment Scheduling | Customer Database

TELL ME MORE

OTMN	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	12/27	1/30	2/27	3/27	4/24	5/30	7/3	7/31	8/28	9/25	10/30	11/30
Deploy date	1/3	2/6	3/6	4/3	5/1	6/5	7/10	8/7	9/5	10/2	11/6	12/4

# E-ADVERTISING: NEWSLETTERS

## Attendee News

**NEW** in 2017, *Attendee News* is distributed once a month to the inboxes of 30,000 opt-in subscribers who are attending or hoping to attend Catersource and the Art of Catering Food. Put yourself in front of active, interested business people who want the latest in products and services. Your message will feature a direct link to your preferred URL.

### Advertising information

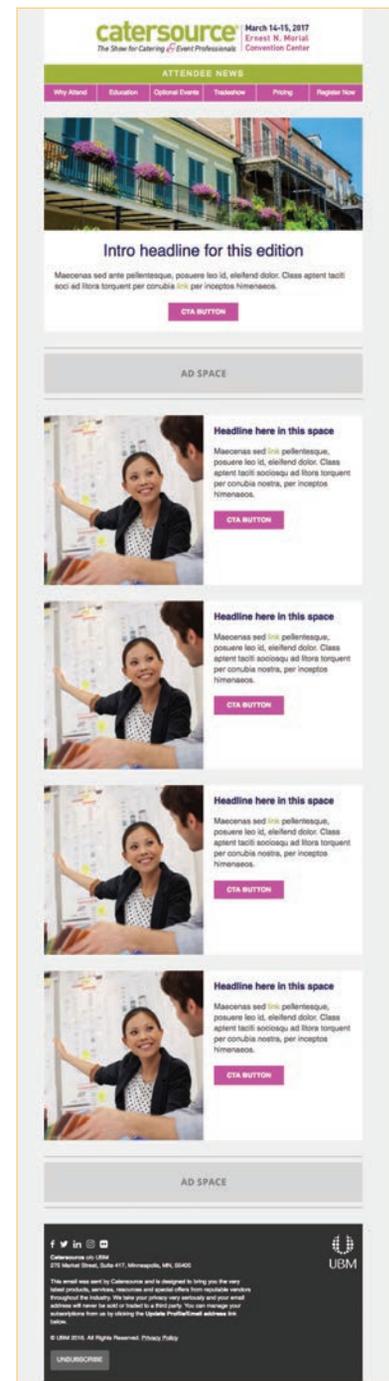
- 1. Top, below CTA button, 728x90 **\$1400 net**
- 2. Second position, under editorial, 728x90: **\$1000 net**

### Specs

- JPG or GIF
- Max file size is 40 kb
- One URL link per ad

### Editorial focus

- **January**  
Chef John Folse, CS & AOCF Culinary Keynote
- **February**  
Showfloor Sneak Peek— Develop Your Strategy Before You Go
- **March**  
Gearing Up for Your Best Possible Show Experience
- **April**  
10 Trends from Catersource & the Art of Catering Food
- **May**  
Take it to the Next Level: How You Can Present Your Expertise to Like-minded Attendees
- **June**  
Quick Pick Me Ups: Grab & Go Meals & Snacks
- **July**  
Mid-year Trend Check In
- **August**  
Sneak Peek: Inspiring Speakers You Can Learn From
- **September**  
Registration is open! Why Live Conferences Matter for Your Business
- **October**  
The Lure of Las Vegas: Food, Events, and All the Rest
- **November**  
Slammed. How to Combat Stress in High Octane Holiday Situations
- **December**  
Grow Your Business in 2018



1.

2.

At News	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	1/19	2/16	3/16	4/20	5/18	6/15	7/20	8/17	9/21	10/19	11/16	12/21
Deploy date	1/26	2/23	3/23	4/27	5/25	6/22	7/27	8/24	9/28	10/26	11/23	12/28

## Exhibitor News

**NEW** in 2017, *Exhibitor News* is distributed once a month to the inboxes of 13,000 opt-in subscribers who are exhibiting or hoping to exhibit at Catersource and the Art of Catering Food. Learn how to put forth the best products and services you can to engaged and interested catering and events chefs, culinary professionals, event planners, and owners and executives. Your message will feature a direct link to your preferred URL.

### Advertising information

- 1. Top, below CTA button, 728x90 **\$1000 net**
- 2. Second position, under editorial, 728x90: **\$600 net**

### Specs

- JPG or GIF
- Max file size is 40 kb
- One URL link per ad

### Editorial focus

- **January**  
Five Tips for Selling to Caterers
- **February**  
Common Mistakes You Don't Want to Make, a Q&A with Show Veterans
- **March**  
Know Before You Go Checklist
- **April**  
10 Trends from Catersource & the Art of Catering Food
- **May**  
The Booth Gimmicks that Work!
- **June**  
Tradeshow Virgins: Your First Booth
- **July**  
Mid-year Trend Check In
- **August**  
The Value of Live Events
- **September**  
How to Set Your Booth Up for Success
- **October**  
The Lure of Las Vegas: Food, Events, and All the Rest
- **November**  
Your Frequently Asked Questions, Answered!
- **December**  
Tips for Building an Engaging Exhibit on the Tradeshow Floor

1.

2.

At News	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	1/5	2/2	3/2	4/6	5/4	6/1	7/6	8/3	9/7	10/5	11/2	12/7
Deploy date	1/12	2/9	3/9	4/13	5/11	6/8	7/13	8/10	9/14	10/12	11/9	12/14

# E-ADVERTISING: EXCLUSIVE EMAILS

**Our audience can be yours when you leverage the power of Exclusive Emails.** Catersource offers exclusive delivery of your message to our accurate list of 30,000 progressive catering and event professionals. The result is highly targeted and exclusive advertising that will assist you in acquiring new customers for your business via effective database marketing. Promote new product announcements, special offers, video demos, recipes, idea flipbooks, surveys, contests, and more!

## Advertising information

**Exclusive emails: \$2500 net**

- Exclusive emails are filled on a first come, first served basis.
- Custom subject line
- 2 tests before sending
- Materials are due one week before deployment

## Please note additional fees if applicable

- \$100 each additional test proof (after 2)
- \$250 cancellation fee within 5 days of scheduled delivery

- \$500 cancellation fee after testing has begun

## Specs

- Max 800 pixels wide, 300 dpi
- Finalized HTML creative; may have multiple URL links
- Submit materials to your Account executive
- 60 character subject line (spaces count)
- Advertiser must host images

## January deployment dates

1/9, 1/11, 1/16, 1/23, 1/25

## February deployment dates

2/13, 2/20, 2/22

## March deployment dates

3/13, 3/20, 3/27

## April deployment dates

4/10, 4/17, 4/24

## May deployment dates

5/8, 5/15, 5/22, 5/24

## June deployment dates

6/12, 6/19, 6/26

## July deployment dates

7/17, 7/24, 7/26, 7/31

## August deployment dates

8/14, 8/21, 8/28, 8/30

## September deployment dates

9/11, 9/18, 9/25

## October deployment dates

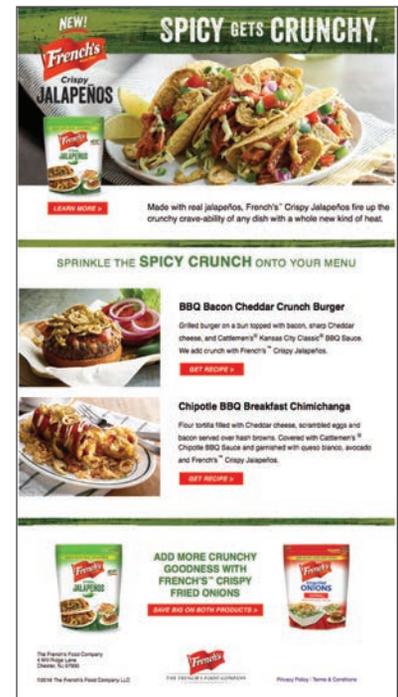
10/9, 10/16, 10/23, 10/30

## November deployment dates

11/13, 11/20, 11/27

## December deployment dates

12/11, 12/18, 12/27



# E-ADVERTISING: SOCIAL SURGE

**Social Surge! One week, one advertiser, one message, reaching one engaged audience!** Catersource social media channels are ideal to send a business-building message or announce the launch of a new product. Your weeklong, concentrated message will generate interest, drive traffic, and build brand awareness. Our community is highly engaged and actively shares original content and ideas. Catersource provides multiple points of connection, linking your brand to catering and events industry buyers.

## Social surge: \$1500 net

Catersource maintains an active and growing social media community. Gain the interest of busy caterers on their preferred social media network while they are on the go, at events, and when they are paying attention.

We will optimize your content for prime viewing—scheduling your posts to spark conversation when your target audience is online. Chefs are online earlier in the day so culinary content is posted midmorning, while sales managers stay engaged with social media as an event is in progress—so we'll schedule décor and business-related tweets later into the evening!

## One week gets you:



Three visual message posts with links to your website



Three custom tweets with #hashtag



Three photos pinned on a featured board



Three images with #hashtag or @user name



6,759

Facebook followers

4,526

Twitter followers

3,332

Instagram followers

2,209

Pinterest followers

16,826

Total followers & growing

# CATERSOURCE.COM ADVERTISING

Visitors come to [catersource.com](http://catersource.com) for educational and B2B-focused information on catering and event topics relevant to their businesses.

Valuable resources for catering and event professionals include our extensive online library, recipes, industry news, event solutions, conference and tradeshow information, and digital magazine issues.

Promote your products and services to thousands of caterers 24/7 on America's number one website for catering and event industry professionals!

## Catersource.com offers a variety of online advertising opportunities

- Standardized banners are located on the top, bottom, or right side as a rectangle
- Interstitial or Welcome is a high frequency ad that displays the first time a visitor opens the Catersource homepage and appears once per domain/per day/per unique visitor
- Place clickable Bookends on either side of web content
- A Homepage Roadblock will run ads in all spaces for a 24-hour time period and includes 2 leaderboards, 2 rectangles, and a set of bookends
- Topic Sponsorships can give your business a boost by placing your ad directly on our content pages. Take over the topic category of your choice focusing on particular areas of interest to your company: Business & Operations, Trends & Style, Food & Beverage, Event Solutions, and Venues

  
**OUR CONTENT KEEPS THEM INTERESTED!**

# 7:54

Average time on site

**OUR NUMBERS ARE GROWING!**

# 781k+

Annual page views,  
a 4+% increase YOY

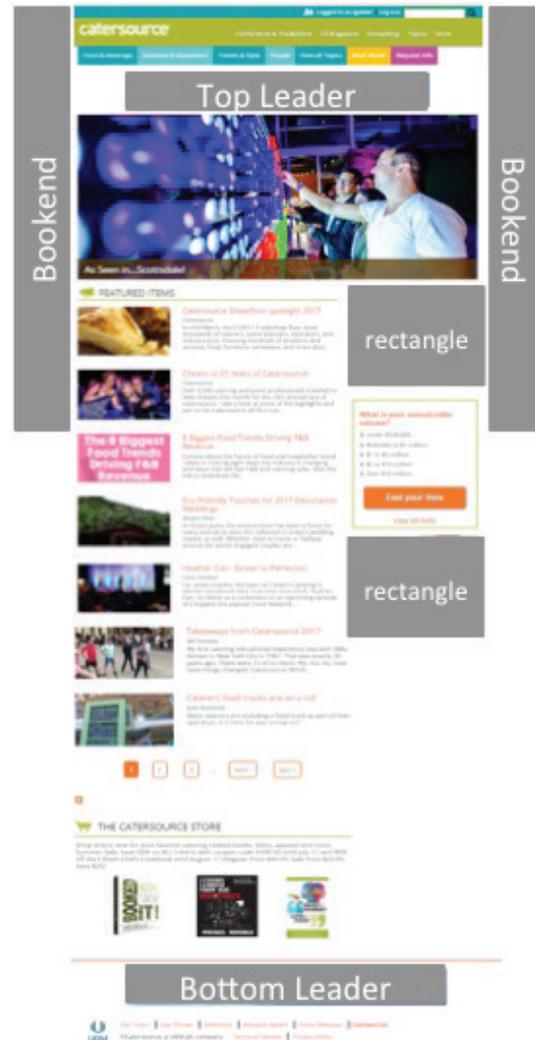
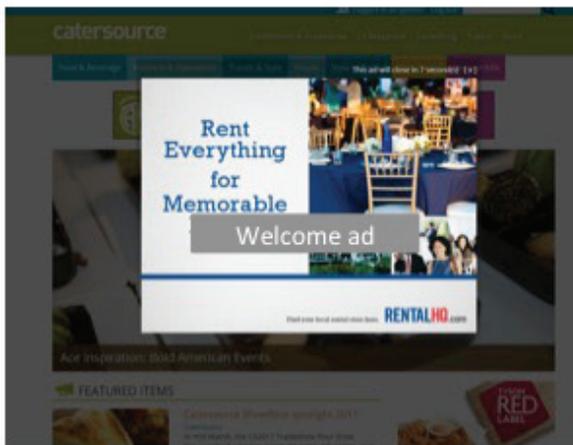
Ad unit	Width	Height	Placement	Rate Type	Net rate
Leaderboard	728 pixels	90 pixels	Top	CPM	\$100
Leaderboard	728 pixels	90 pixels	Bottom	CPM	\$50
Rectangle	300 pixels	250 pixels	Right	CPM	\$100
Interstitial/Welcome - Exclusive	640 pixels	480 pixels	Interstitial	Weekly	\$1500
Bookends	90 pixels	728 pixels	Right/left	CPM	\$200
Homepage/Roadblock			*6 slots	24 hours	\$1800

\* Includes 2 leaderboards, two rectangles, and bookends

## Specs

- JPG or GIF
- Third party tags (DFS, Pointroll, Atlas, etc) are also accepted
- Flash files (SWF) are not accepted for mobile ads
- 100k max size
- Includes web link

Please submit materials to your Account Executive.  
 Note: ad sizes are shown in estimated size



For additional information regarding submitted files, please go to <http://oas.ubm.com/spec/connect/>

# SPONSORED CONTENT

Push your content out through Catersource’s robust online editorial channels!

Caterers and event planners, along with restaurant owners and operators, QSRs, and industry executives turn to [catersource.com](http://catersource.com) for the information they need to excel in their businesses. Do you have a new product you’d like to educate our readers about? A great positioning piece that speaks to why your products and/or services are of the highest quality? Are you an expert in your field with applicable trends to share? Place your native content next to our trusted editorial via our website, eNewsletters, video feeds, and social media surges.

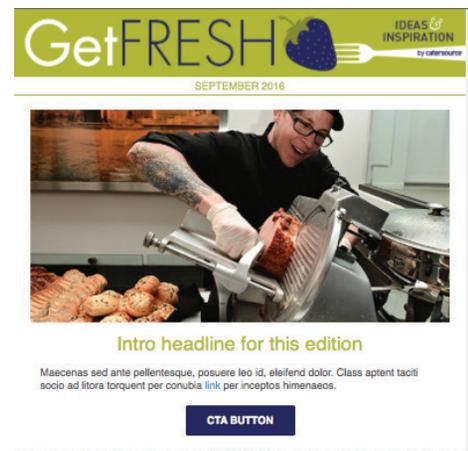
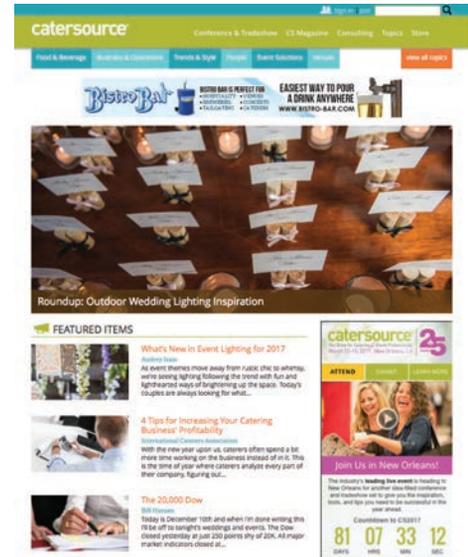
## Package: \$5500 (a \$11,400 value)

Package includes publishing your high-quality editorial labeled as “sponsored content” on the following Catersource channels:

- **Catersource.com:** Your supplied content\*—video or article with photos and logo provided, comments section enabled. Also includes leaderboard and rectangle on the homepage in a premium position for 1 month next to regular editorial
- **eNewsletter:** Placement in either Get Fresh (deploy third Wednesday of the month) or Attendee News (deploy fourth Thursday of the month) in the “More Content You’ll Enjoy” section
- **Social media surge:** Shared on all of Catersource’s social channels (Facebook & Twitter) with suggested hashtag

*\*Catersource reserves the right to ensure that content is not defamatory toward a like-competitor*

*Note:* Attention spans are fleeting. Although Catersource enjoys some of the highest rates for average time spent on its website, we suggest that supplied content should not exceed 500 words of copy. Three photos are preferred—one as a lede, one for the center of the copy, and one to finish the piece. Each photo should be at least 650x900 pixels for best online resolution.



# RETARGETING ADVERTISING

**What is retargeting?** Retargeting uses “cookies” to track visitors of one site and reach those same visitors with ads on other sites. Retargeting is one of the most effective forms of digital advertising, and now you can retarget our website visitors!



The focus of targeting marketing coupled with the flexibility of digital.



**Targeted audience:** Reach catering & events industry decision makers from our website, [catersource.com](http://catersource.com)



**Digital reach:** From our site, retarget catering & events industry website visitors to other sites they visit across the web



**Quantifiable ROI:** Detailed reporting breaks down your results and value.

Reach catering & event industry decision makers by retargeting your digital ads.



CPM \$50

Ad sizes & specs

728x90

300x250

160  
x  
600

# CATERSOURCE MAGAZINE

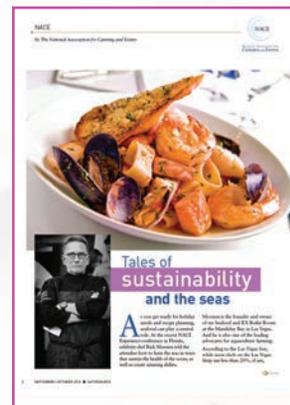
## Catersource magazine offers editorial excellence

Be a part of our final issue of 2017, when we focus on the future of the catering and events industries; and then consider advertising in either our regular show guide distributed at Catersource and the Art of Catering Food and also our yearly show issue, distributed via mail and digitally in the first quarter of 2018 and beyond.

**Comprehensive tradeshow coverage:** As the official publication and sponsor for such vital events as the Catersource, the Art of Catering Food, and the Leading Caterers of America summit, *Catersource* maximizes the attendee and exhibitor tradeshow experience, drawing readers in and reporting on the important happenings and trends at each event.

**Hard-hitting features & departments:** Award-winning editorial draws upon topics that readers value most with solid emphasis on the State of the Industry; food & beverage trends garnered straight from roundtable meetings we have conducted with some of the nation's top catering chefs; and (as examples) valuable segment reports on non-commercial food service, outdoor celebrations, and corporate catering.

**Enhancement options:** Consider a variety of options to insert your own message into our print products via bind in, polybag, or blow in. Contact your sales representative for additional information.



# CATERSOURCE EDITORIAL CALENDAR

- 32,000 subscribers across both print and digital editions • digital edition provides a direct link from your magazine ad to your preferred web address • distribution at major tradeshows and conferences • Eligible advertisers receive free editorial plus a full color product photo in the Special Focus section. See pages 20–21 for rates and specs, see below for the focus topics.

## FEBRUARY: The SHOW Issue Editorial close 12/19/16 • Ad close 1/5/17 • Materials due 1/12/17



**Segment:** Restaurants: SWOT's the competition?

**Service:** Corporate catering: it's on an upswing. How you can get a piece of the action?

**On the Menu:** Chefs of The Art of Catering Food

**F&B:** Chef John Folse, Catersource 2017 featured speaker

**Steal This:** Center of the plate style

**Special focus:** Show Stoppers

**Bonus distribution:** Catersource Conference & Tradeshow

## MARCH | APRIL: Weddings Editorial close 2/10/17 • Ad close 2/22/17 • Materials due 3/1/17



Weddings...the beginning of a long journey, a future-building partnership between individuals. We look to our annual weddings issue to also think of the future of the catering and events industries, as we say farewell to *Catersource* magazine as we know it, and embrace what the future holds for information dissemination and transference. Be a part of our final edition for 2017! You won't want to miss this opportunity.

**Segment:** On-premises wedding events

**Service:** The pros & cons of the highly popular (but tricky) food truck business

**On the Menu:** Vegetarian entrées

**F&B:** Wedding trends in bites & sips

**Steal This:** Classic cakes

**Special focus:** Bag It, Box It, Move It

**Special focus:** Linens, décor, uniforms & more

## JANUARY: SPECIAL ISSUE—State of the Industry 2018



Editorial close 11/16/17 • Ad close 11/30/17 • Materials due 12/7/17

**Segment:** State of the industry: trends, stats, and what the future holds

**Special focus:** To be determined

# MAGAZINE RATES & SPECIFICATIONS

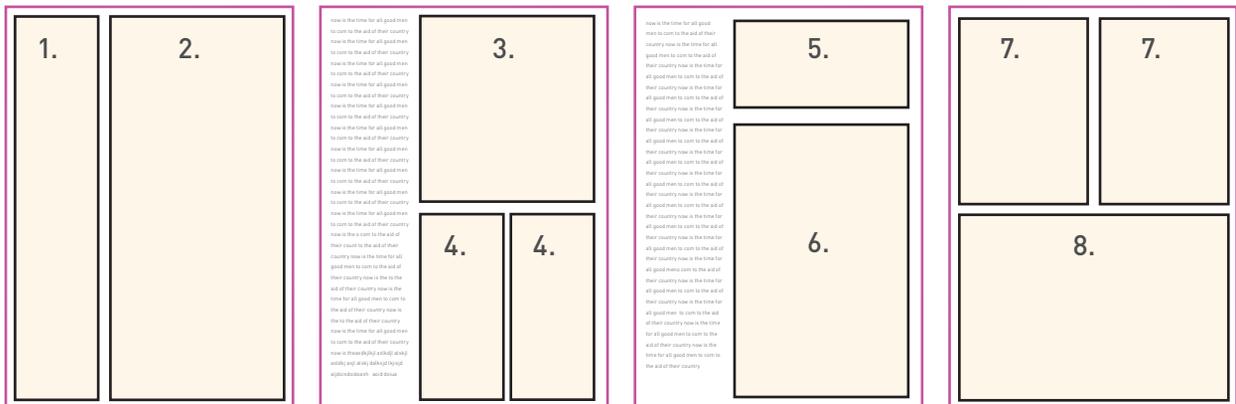
- 32,000 subscribers across both print and digital editions • digital edition provides a direct link from your magazine ad to your preferred web address • distribution at major tradeshow and conferences • Eligible advertisers receive free editorial plus a full color product photo in the Special Focus section.

All rates are net

Ad size	Width	Height	Rate 1x
Spread	Creates two full page ads		\$7517
Full page bleed	8.625"	11.125"	\$3758
Full page - trim size	8.375"	10.875"	
Full page - live size	7.125"	10"	
2/3 page vertical	4.625"	10"	\$2902
1/2 page horizontal	7.125"	4.875"	\$2176
1/2 page vertical	4.625"	7.125"	\$2176
1/3 page square	4.625"	4.875"	\$1633
1/3 page vertical	2.25"	10"	\$1633
1/4 page square	3.435"	4.875"	\$1360
1/6 page horizontal	4.625"	2.3125"	\$1088
1/6 page vertical	2.25"	4.875"	\$1088

**Cover rates** (follow specs for full page bleed): **CV2:** \$4998 **CV3:** \$4697 **CV4:** \$5449

1. 1/3 V
2. 2/3 V
3. 1/3 SQ
4. 1/6 V
5. 1/6 H
6. 1/2 V
7. 1/4 SQ
8. 1/2 H



# RATES & SPECS, CONT.

Follow these guidelines when submitting your print materials.

## Resolution

All files and images must be at least 300 dpi (dots per inch). Web-based images are only 72 dpi, so please ensure that you are using the proper size photo when designing your ad or sending your materials for design.

## Fonts

All fonts must be embedded or outlined—no font substitutions. Trim, bleed, and center marks must be offset by at least one quarter inch (9 points) from the trim.

## Formats

Acceptable digital formats are PDF, EPS, TIFF, JPG, or Postscript. Please do not submit native application files. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. All color except for paid spot colors should be set to CMYK or grayscale.

Email files to your advertising representative, stating publication name, issue month/year, advertiser name, contact name, and telephone number. Compressing (zipping or stuffing) your files will help reduce the file size and prevent corruption. Files over 10 MB should be sent via Dropbox, Egnyte, or another file system.

## Design & Production Services

Design and production charges, with the exception of Special Focus sections, are in addition to space rate and are noncommissionable. They are billed at \$95 per hour with a minimum fee of \$25.

All materials for ads requiring production or design must be received on or before materials due date.

## Inserts

*Catersource* also offers a wide array of ridealong, cover tip, bind-in, and tip-in options. Contact your Account Executive to learn more, as each product is priced depending upon size, weight, and number inserted.

## Special Focus Sections

Receive free editorial and photo in *Catersource's* Special Focus section relevant to your product or service with an ad purchase. Special Focus sections are also a permanent online resource at [catersource.com](http://catersource.com).

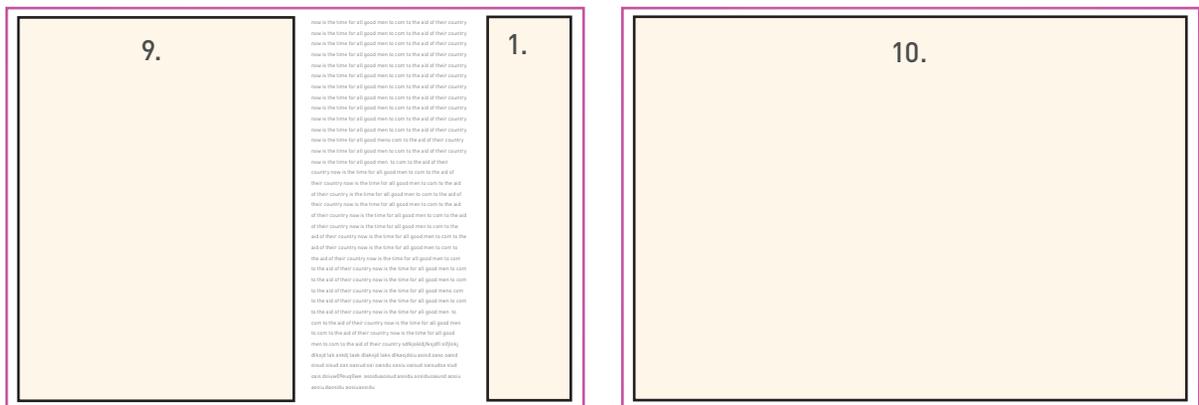
## Bonuses

Your *Catersource* ad purchase includes:

- Corresponding digital edition ad on [catersource.com](http://catersource.com)
- Two free links from your ad to your website, and from your Ad Index listing to your website
- The confidence of a guaranteed delivery to a targeted national audience with audited circulation

9. FP

10. Spread



Please submit materials to your Account Executive. Note: ad sizes are shown in estimated size

# EVENT-SPECIFIC ADVERTISING

The Catersource audience comes together annually for some of the best industry-specific education money can buy. Catersource, co-located with the Art of Catering Food, offers ample opportunity to round out your advertising investment with targeted show-related outreach.

Harness the power of the audience you want to work with all year and capture them through your advertising efforts. Aligning yourself with these live events is the best way to put your company at the feet of our attendees. Gain access to attendees in a state of heightened creativity and exploration with targeted, event-specific advertising opportunities.



## Catersource Conference & Tradeshow

March 12–15, 2017 • Ernest N. Morial Convention Center, New Orleans

### Show Guide Advertising

Hundreds of companies exhibit at Catersource to showcase products and services to the most targeted catering and event audience in the world. With access to 7,000 buyers (6,500 Catersource and 500 AOCF), our network creates the ability to interact with independent catering companies, venues, hotels, foodservice operators, restaurants, event producers, chefs, owners & executives, and more.

### Drive traffic to your booth or sponsored product with an ad in the Catersource 2017 Show Guide!

Circulation of 10k copies includes onsite distribution at the Tradeshow and inside attendee tote bags at registration. Your ad purchase also includes an upgraded booth listing with your company name in bold and page number reference to your ad. Post event, attendees keep and reference this guide as a valuable vendor resource throughout the year.

#### 2017 Deadlines

- Space reservation: January 30
- Materials due: February 06

#### Ad specifications

See pages 20–21 for print material submission and spec guidelines.

*Dates are subject to change; please contact your Account Executive with questions.*

Ad size	Rate
Spread	\$2900
Inside back cover	\$2500
First page of Tradeshow section	\$2000
Before/adjacent to floor map	\$1700
After/adjacent to floor map	\$1700
Full page	\$1500
1/2 page	\$850
1/4 page	\$500
1/6 page	\$375

**All rates are net**

## Exclusive Show eBlasts

\$2200 net

### Reach engaged conference attendees

Build visibility prior to the Catersource Conference & Tradeshow and/or the Art of Catering Food, drive traffic to your booth or sponsored event, promote special offers, and maximize exposure for onsite demonstrations. Also, reach buyers post show to follow up, provide additional product information, extend special offers, and stay top of mind. Limited dates are available, so reserve your date today.

#### Preshow

- Friday, March 3
- Wednesday, March 8
- Friday, March 10

#### Post Show

- Tuesday, March 21
- Friday, March 24

## On the Show Floor Now

Our bonus edition of On the Show Floor Now is an interactive PDF issue delivered to highly-engaged Conference attendees before the 2017 show and again after the show. Take the opportunity to promote special offers, discounts, booth promotions and giveaways to attendees who will be walking the Tradeshow floor!

### Advertising information

**On the Show Floor Now: \$500 net**

- Ad positions are filled on a first come, first served basis.

### Rate includes

- 25-character headline (spaces count)

- 50 words of copy
- One phone number
- Booth #
- One URL link
- One image: JPG format preferred. 200 pixels wide x 200 pixels high

#### Preshow

- Monday, Feb 27  
(materials due 2/20)

#### Post Show

- Tuesday, March 28  
(materials due 3/21)



