

catersource®

Engage, Educate, and Celebrate the Catering and Events Industries

2017-2018 MEDIA PLANNER

Multi-platform marketing solutions
that cater to your needs.

catersource.com



Cover Photo by: harleybonham.com

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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 will find inside this media planner. 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 website, catersource.com
- Media opportunities related to our exceptionally well-received conferences (Catersource; Art of Catering Food) that bolster the livelihood of caterers and event planners across the US and beyond
- Catersource magazine, a yearly issue, offers a way to promote forward-thinking future possibilities and celebrate the industry

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.



*Ron Bigley
Brand Director
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 catersource.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 will land 1x a year as a robust show issue in Q1 each year. 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 catersource.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.

Come see the action for yourself February 18-21 in Las Vegas, NV!

14,363

Unique website visitors

45,162

Website subscribers

781,397

Annual website page views

7:54

Average time on website

5,500

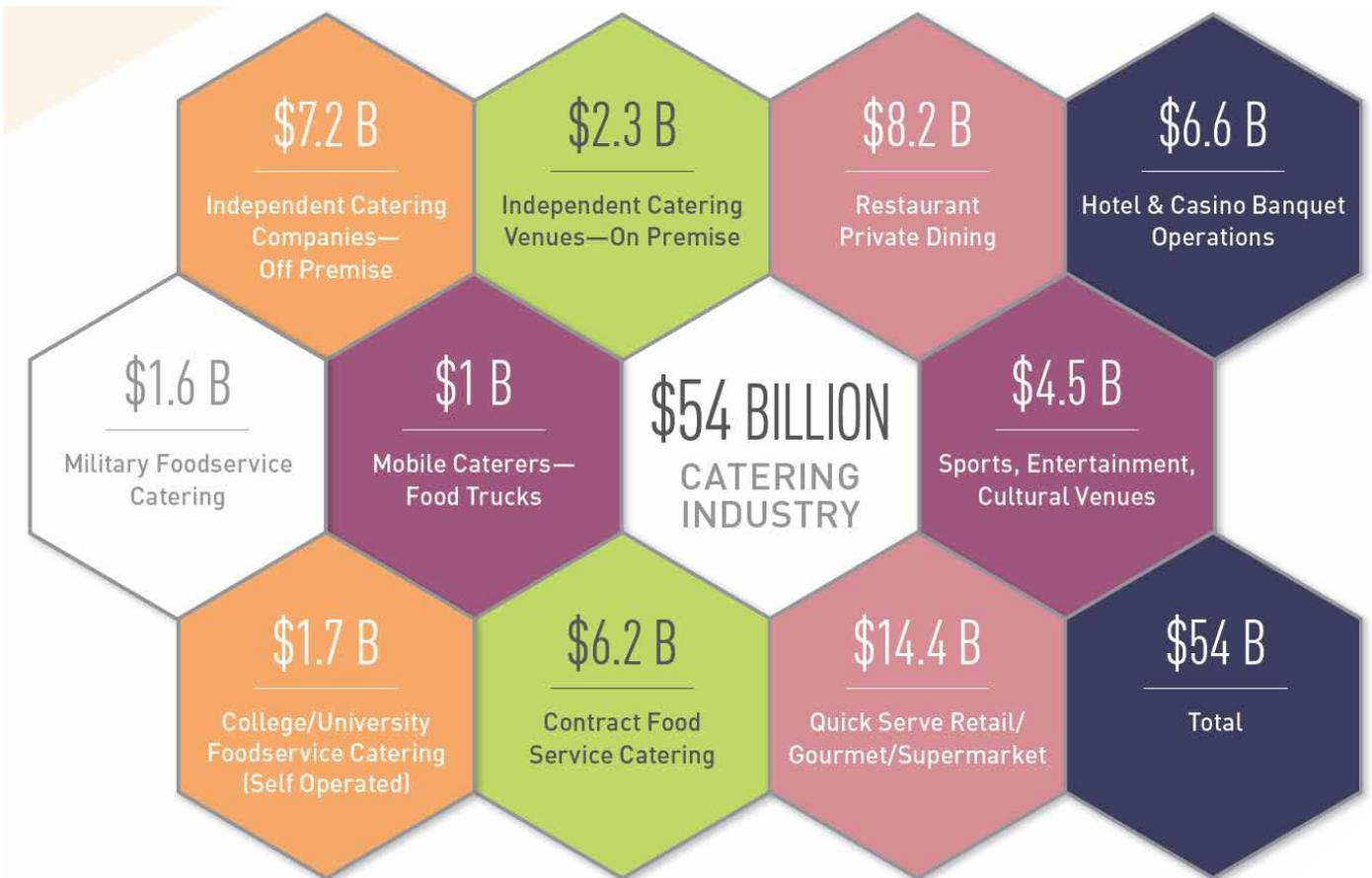
Registered Conference & Tradeshow attendees

400+

Registered Tradeshow exhibitors

INDUSTRY OUTLOOK

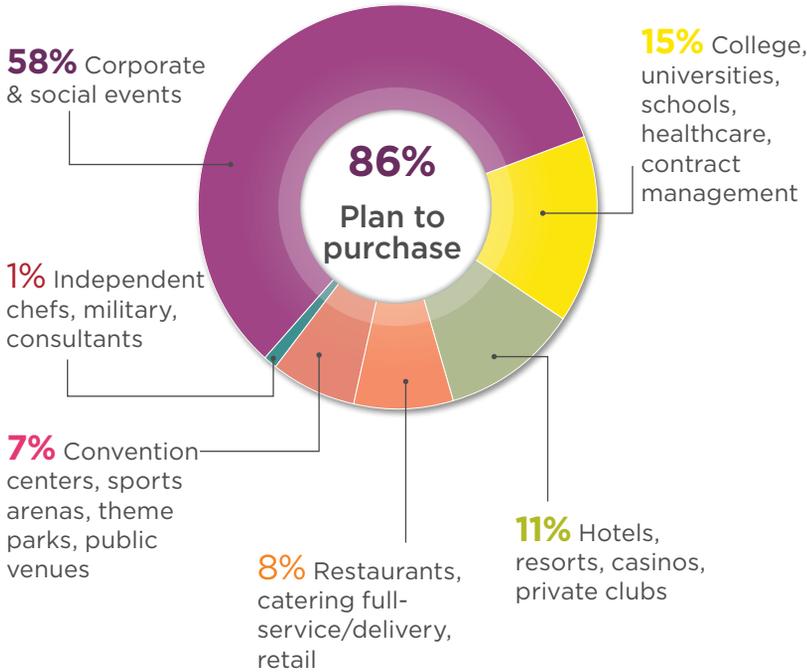
Catering remains one of the highest growth sectors in foodservice. Through frequent, volume purchases, increased consumer and business spending and market segment diversity; catering revenues are at an all time high.



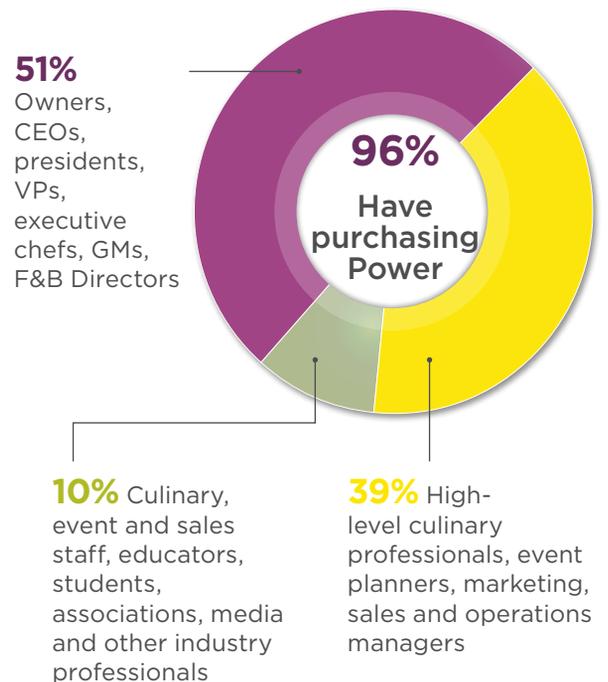
OUR AUDIENCE

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 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, produced annually in Q1, features robust state of the industry content and exciting show-related topics. 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!**

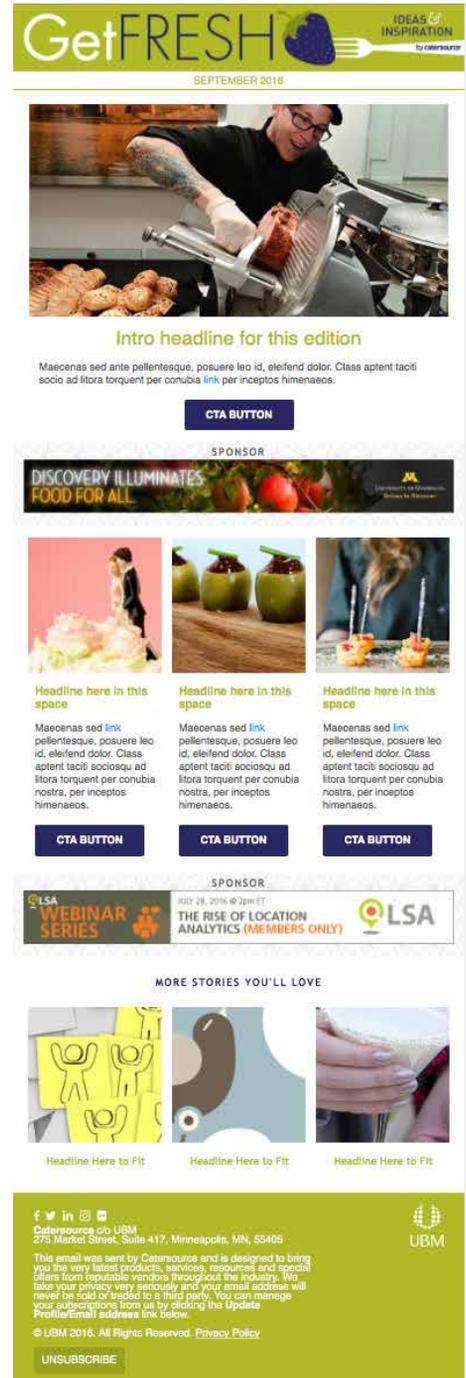
108k+

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

All prices are net.

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	2017				2018											
	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	9/13	10/11	11/8	12/13	1/10	2/14	3/14	4/11	5/09	6/13	7/11	8/08	9/12	10/10	11/21	12/19
Deploy date	9/20	10/18	11/15	12/20	1/17	2/21	3/21	4/18	5/16	6/20	7/18	8/15	9/19	10/17	11/14	12/12

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	2017				2018											
	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	8/28	9/25	10/30	11/30	1/1	1/29	2/26	3/26	4/30	5/28	6/25	7/30	9/3	9/24	10/29	11/26
Deploy date	9/5	10/2	11/6	12/4	1/8	2/5	3/5	4/2	5/7	6/4	7/2	8/6	9/10	10/1	11/5	12/3

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

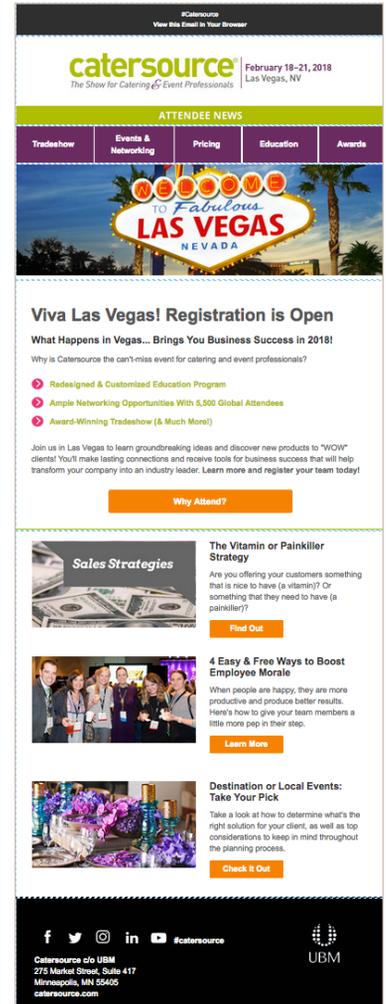
- 1. Top, below CTA button, 728x90 **\$1400 net**
- 2. Second position, under editorial, 728x90: **\$1000 net**

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.

Attendee News	2017				2018											
	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	9/21	10/19	11/16	12/21	1/18	2/15	3/22	4/19	5/24	6/21	7/19	8/23	9/20	10/18	11/22	12/20
Deploy date	9/28	10/26	11/23	12/28	1/25	2/22	3/29	4/26	5/31	6/28	7/26	8/30	9/27	10/25	11/29	12/27

Exhibitor News

NEW in 2017, *Exhibitor News* is distributed once a month to the inboxes of 13,000 individuals 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 prospective exhibitors. 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.

Exhibitor News	2017				2018											
	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Materials due	9/7	10/5	11/2	12/7	1/4	2/1	3/1	4/5	5/3	6/7	7/5	8/2	9/6	10/4	11/1	12/6
Deploy date	9/14	10/12	11/9	12/14	1/11	2/8	3/8	4/12	5/10	6/14	7/12	8/9	9/13	10/11	11/8	12/13

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

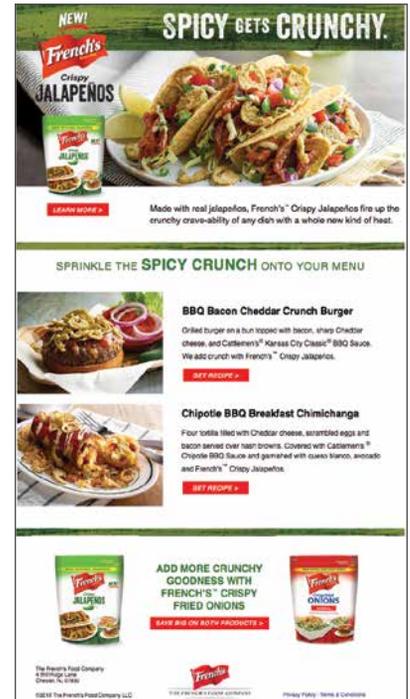
Please note additional fees if applicable

- \$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
- 60 character subject line (spaces count)
- Advertiser must host images



2017
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
2018
January deployment dates
1/22, 1/29
February deployment dates
2/12, 2/26
March deployment dates
3/12, 3/19, 3/26
April deployment dates
4/9, 4/16, 4/23

2018
May deployment dates
5/1, 5/14, 5/21
June deployment dates
6/11, 6/18, 6/25
July deployment dates
7/9, 7/16, 7/23, 7/30
August deployment dates
8/13, 8/20, 8/27
September deployment dates
9/17, 9/24
October deployment dates
10/8, 10/15, 10/22, 10/29
November deployment dates
11/12, 11/19, 11/26
December deployment dates
12/10, 12/17



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!

Pick two social channels!



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

 6,780

Facebook followers

 4,650

Twitter followers

 3,850

Instagram followers

 2,275

Pinterest followers

17,555

Total followers & growing

CATERSOURCE.COM ADVERTISING

Visitors come to 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

Please submit your ad in both desktop and mobile sizes listed below. Both placements are included with one ad buy.

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

Note: ad sizes are shown in estimated size

**OUR CONTENT
KEEPS
THEM INTERESTED!**

7:54

Average time on site

**OUR NUMBERS ARE
GROWING!**

781k+

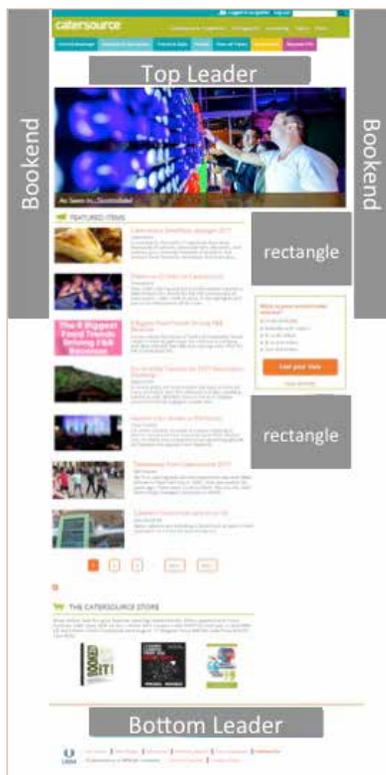
Annual page views,
a 4+% increase YOY

Desktop 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	1280 pixels	925 pixels	Right/left	CPM	\$200
Homepage/Roadblock			*6 slots	24 hours	\$1800

Mobile Ad Sizes	Width	Height	Placement
Leaderboard	300 pixels	50 pixels	Top
Leaderboard	300 pixels	50 pixels	Bottom
Interstitial/Welcome - Exclusive	300 pixels	250 pixels	Interstitial

* Includes 2 leaderboards, two rectangles, and bookends

Note: Rectangle ad specs are the same for desktop and mobile. Bookends run on desktop only.



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 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.

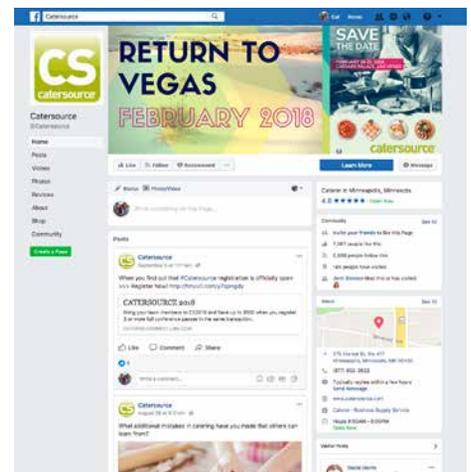
Package: \$5500 (a \$11,400 value)

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



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



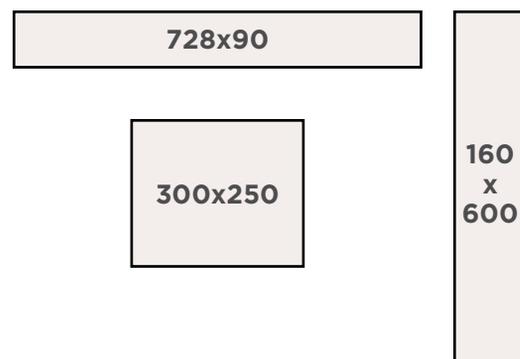
Quantifiable ROI: Detailed reporting breaks down your results and value.

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



CPM \$50

Ad sizes & specs



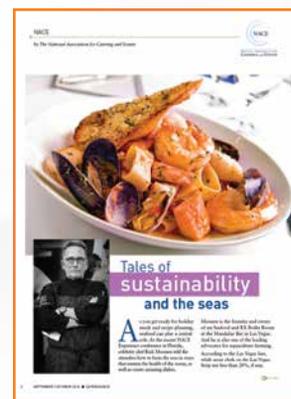
Catersource magazine offers editorial excellence

Be a part of our Annual Show Issue, distributed via mail and digitally in the first quarter of 2018, when we focus on the future of the catering and events industries; and then consider advertising in our Show Guide distributed at Catersource and the Art of Catering Food.

Comprehensive tradeshow coverage: Catersource maximizes the attendee and exhibitor tradeshow experience, drawing readers in and reporting on the important happenings and trends.

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.

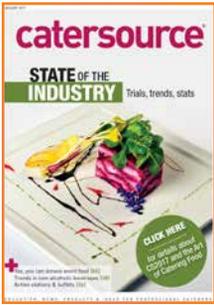
Enhancement options: Consider a variety of options to insert your own message into our print products via bind in, polybag, or blow in. Contact your sales representative for additional information.



CATERSOURCE MAGAZINE — ANNUAL SHOW ISSUE

- 32,000 subscribers across both print and digital editions
- Digital edition provides a direct link from your magazine ad to your preferred web address
- 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.

JANUARY: SPECIAL ISSUE—Annual Show Issue



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

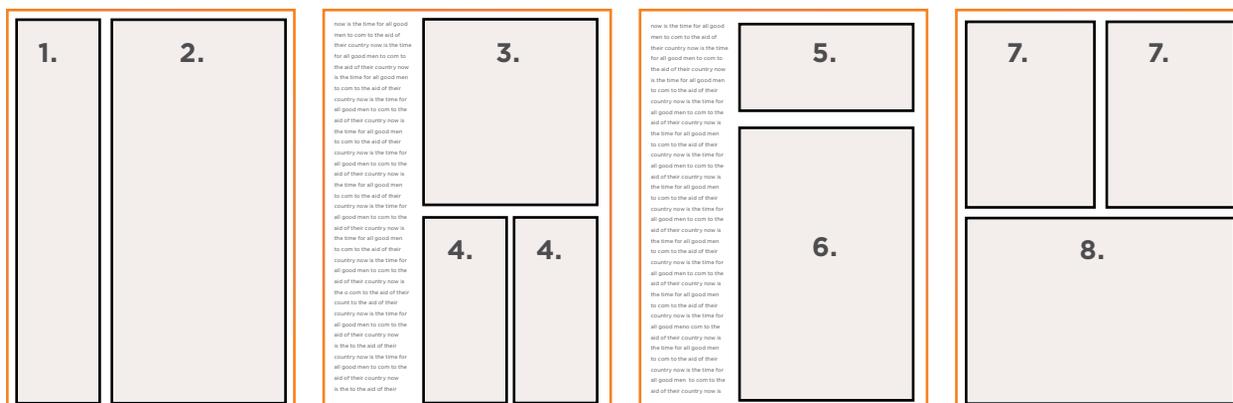
- 32,000 subscribers across both print and digital editions
- Digital edition provides a direct link from your magazine ad to your preferred web address
- Eligible advertisers receive free editorial plus a full color product photo in the Special Focus section.

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

All rates are net

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.

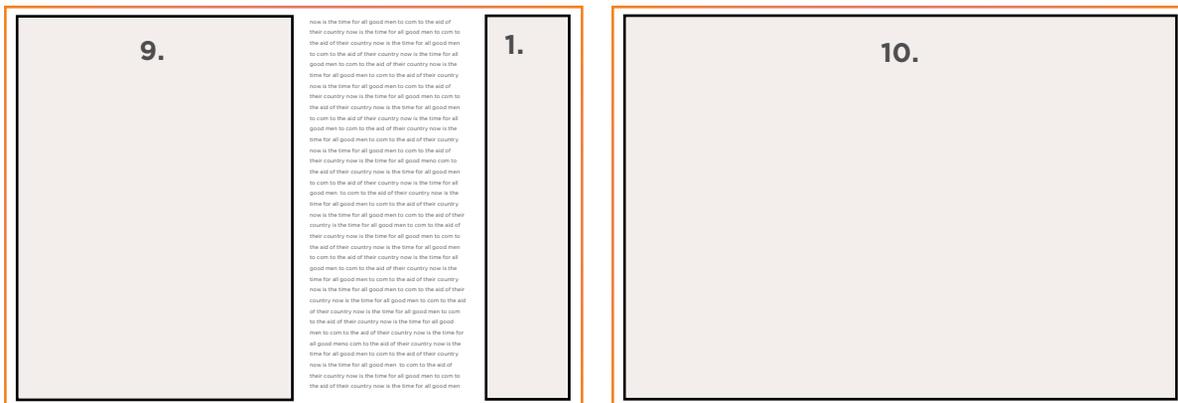
Formats

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.

9. FP

10. Spread



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

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.

Bonuses

Your Catersource ad purchase includes:

- Corresponding digital edition ad on 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

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®

The Show for Catering & Event Professionals
FEBRUARY 18-21, 2018 | LAS VEGAS

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 5,500 buyers, 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 2018 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.

2018 Deadlines

- Space reservation: January 5, 2018
- Materials due: January 12, 2018

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



EVENT-SPECIFIC ADVERTISING cont.

Exclusive Show eBlasts

\$2700 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, February 10, 2018
- Tuesday, February 13, 2018
- Friday, February 16, 2018

Post Show

- Tuesday, February 27, 2018
- Friday, March 2, 2018

On the Show Floor eBlasts

Our bonus editions of On the Show Floor are interactive PDF issues delivered to highly-engaged Conference attendees before and after the 2018 show. Take the opportunity to promote special offers, booth promotions and giveaways to attendees who will be walking the Tradeshow floor!



Advertising information

On the Show Floor: \$700 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

Pre Show Deployments

- Thursday, February 8, 2018
- Thursday, February 15, 2018

Post Show Deployments

- Thursday, March 1, 2018

Deadlines:

The **space reservation deadline** for all deployments is **Thursday, January 25, 2018**.

The **due date for materials** for all deployments is **Thursday, February 1, 2018**.

SHOW STOPPERS SPECIAL SECTION

Reserve space for your company in the Catersource January 2018 State of the Industry Issue!

Attention 2018 Catersource tradeshow exhibitors:

This special Show Stoppers advertising section will be featured in the January 2018 State of the Industry Issue of Catersource magazine. Show Stoppers are designed to let exhibitors showcase exciting products and services to Catersource magazine's entire readership - including thousands of catering and event professionals who will be attending Catersource 2018. For just \$500, this advertising opportunity is a great way to generate more sales activity on the show floor and extend your reach in the catering market.

AD FEATURES

- Full color photo and logo; rectangular horizontal photos only
- (photo 300 dpi, tif or jpg; logo eps)
- 50 words (325 characters)
- Headline (30 characters)
- Contact information (phone, email, website, facebook, twitter)
- Booth number

The image displays a 'Sample Page' and a 'Sample Ad' for the 'SHOW STOPPERS' section. The 'Sample Page' is a grid of six small advertisements. The 'Sample Ad' is a larger, detailed version of the 'Tableware for the Present Moment' ad, which is the first ad in the grid. The 'Sample Ad' features a large photo of WASARA tableware, a headline, a descriptive paragraph, contact information for ASEAN CORPORATION, and a booth number. A circular graphic on the right side of the 'Sample Ad' contains the text '\$500 SPECIAL RATE' and 'Reserve your space today'.

SHOW STOPPERS
See these products LIVE on the Catersource tradeshow floor, March 14 through 15 in New Orleans!

Tableware for the Present Moment
WASARA is a gorgeous alternative to everyday paper tableware. This elegant, highly sustainable product is 100% compostable, made from natural plant fibers. WASARA will stand up to sauces and hot liquids and look great doing it. The WASARA sculptural shape is pleasing to hold and adds to its allure.

ASEAN CORPORATION/STALKMARKET BRANDS
503.295.4977
linda@aseancorp.com
stalkmarketproducts.com * W A S A R A
Booth 1145

Chevron Riser System
Our system uses height and the stack sizes allow for endless configurations and are ready for storage and transport. Designed to hold table linens, this solid acrylic clear system is perfect for catered events and banquet service, or use to create beautiful reception displays.

ENRICO PRODUCTS
288.534.4779
info@enricoproducts.com
EnricoProducts.com
Booth 1144

in CPI
in CPI
All products
are made
in the USA
and are
made from
recycled
materials.
Get more info for
your event.

Rae's Foodservice Sauces
Rae's sauces are made in Italy with the finest, freshest all natural ingredients to deliver unique and delicious. The simplicity of using Rae's will offer any chef time saving convenience while delivering a memorable taste experience.

RAE'S FOODSERVICE
223.648.6151
raesauces.com
raes.com
Facebook: Rae's
Twitter: @raesauces4usd
Booth 1024

Sample Page

Tableware for the Present Moment
WASARA is a gorgeous alternative to everyday paper tableware. This elegant, highly sustainable product is 100% compostable, made from natural plant fibers. WASARA will stand up to sauces and hot liquids and look great doing it. The WASARA sculptural shape is pleasing to hold and adds to its allure.

ASEAN CORPORATION/STALKMARKET BRANDS
503.295.4977
linda@aseancorp.com
stalkmarketproducts.com * W A S A R A
Booth 1145

\$500 SPECIAL RATE
Reserve your space today

Sample Ad

DIGITAL AND PRINT OPPORTUNITIES

Bundle Your Investment and Save!

	BUNDLE PACKAGE 1 TOTAL COST: \$2,100 \$1,500	BUNDLE PACKAGE 2 TOTAL COST: \$3,083 \$2,483	BUNDLE PACKAGE 3 TOTAL COST: \$3,776 \$3,176
Catersource Magazine Annual State of the Industry Issue		1/3 Page	1/2 Page Ad
Show Guide Ad Catersource Conference & Tradeshow distribution February 18-21 Las Vegas	Full Page Ad	1/2 Page Ad	
On The Market Now Email 3rd, 4th or 5th Ad Position \$500 BONUS	✓	✓	✓
Get Fresh eNewsletter 2nd Ad Position \$1,000			✓
Leaderboard Web Ad 1 Month \$100 CPM BONUS Catersource.com 728x90	✓	✓	✓

Note: Upgrades to bundle packages are available.

CONTACT YOUR ACCOUNT MANAGER:

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lashara@catersource.com
P: 612.253.2033

Lisa Brenna
lbrenna@catersource.com
P: 612.253.2023

Dave Pruksa
dpruka@catersource.com
P: 612.253.2026