

Display Advertising Order Form

Use this form to reserve display advertising space in *Specialty Food Magazine*. Fax the completed form to (212) 482-6459 before the space reservation deadline for the first scheduled issue.
 Questions? Call (212) 482-6440 or toll free (800) 627-3869 and dial the extension of your Advertising Account Manager.
 Eastern U.S. and Canada: Matt Thomas, ext. 174; Central/Western U.S. and Canada: Jane Johnson, ext. 184; International: Chris Crocker, ext. 160.

I. Indicate below advertising units being reserved

Ad size (for 4-color, 2-color and b/w)	NASFT Member Rates per insertion				Non-Member Rates per insertion			
	1x	4x	6x	10x	1x	4x	6x	10x
Full page*	<input type="checkbox"/> 4632	<input type="checkbox"/> 3936	<input type="checkbox"/> 3704	<input type="checkbox"/> 3472	<input type="checkbox"/> 5790	<input type="checkbox"/> 4920	<input type="checkbox"/> 4630	<input type="checkbox"/> 4340
2/3 page	<input type="checkbox"/> 3704	<input type="checkbox"/> 3152	<input type="checkbox"/> 2960	<input type="checkbox"/> 2776	<input type="checkbox"/> 4630	<input type="checkbox"/> 3940	<input type="checkbox"/> 3700	<input type="checkbox"/> 3470
1/2 page island	<input type="checkbox"/> 3240	<input type="checkbox"/> 2752	<input type="checkbox"/> 2592	<input type="checkbox"/> 2432	<input type="checkbox"/> 4050	<input type="checkbox"/> 3440	<input type="checkbox"/> 3240	<input type="checkbox"/> 3040
1/2 page horiz.	<input type="checkbox"/> 3240	<input type="checkbox"/> 2752	<input type="checkbox"/> 2592	<input type="checkbox"/> 2432	<input type="checkbox"/> 4050	<input type="checkbox"/> 3440	<input type="checkbox"/> 3240	<input type="checkbox"/> 3040
1/2 page vert.	<input type="checkbox"/> 3240	<input type="checkbox"/> 2752	<input type="checkbox"/> 2592	<input type="checkbox"/> 2432	<input type="checkbox"/> 4050	<input type="checkbox"/> 3440	<input type="checkbox"/> 3240	<input type="checkbox"/> 3040
1/3 page square	<input type="checkbox"/> 2320	<input type="checkbox"/> 1968	<input type="checkbox"/> 1856	<input type="checkbox"/> 1736	<input type="checkbox"/> 2900	<input type="checkbox"/> 2460	<input type="checkbox"/> 2320	<input type="checkbox"/> 2170
1/3 page vert.	<input type="checkbox"/> 2320	<input type="checkbox"/> 1968	<input type="checkbox"/> 1856	<input type="checkbox"/> 1736	<input type="checkbox"/> 2900	<input type="checkbox"/> 2460	<input type="checkbox"/> 2320	<input type="checkbox"/> 2170
1/4 page	<input type="checkbox"/> 1856	<input type="checkbox"/> 1576	<input type="checkbox"/> 1480	<input type="checkbox"/> 1392	<input type="checkbox"/> 2320	<input type="checkbox"/> 1970	<input type="checkbox"/> 1850	<input type="checkbox"/> 1740
Other preferred position				<input type="checkbox"/> 3656				<input type="checkbox"/> 4570

Agency Discount: 15% discount off the applicable member or non-member rate for camera-ready materials.

Net Per Insertion:

2. Indicate the issue(s) you are reserving

	Orders Due	Materials Due
<input type="checkbox"/> January/February 2005 <i>Winter Fancy Food Show Issue</i>	12/1/04	12/6/04
<input type="checkbox"/> March 2005 <i>Ad Readership Study Issue</i>	2/1/05	2/4/05
<input type="checkbox"/> April 2005 <i>Spring Fancy Food Show Preview Issue</i>	3/1/05	3/4/05
<input type="checkbox"/> May 2005 <i>Spring Fancy Food Show/FMI Issue</i>	4/1/05	4/5/05
<input type="checkbox"/> June 2005 <i>Summer Fancy Food Show Preview Issue</i>	5/4/05	5/9/05
<input type="checkbox"/> July 2005 <i>Summer Fancy Food Show Issue</i>	6/6/05	6/9/05
<input type="checkbox"/> August 2005 <i>Buyers' Guide Issue</i>	6/28/05	7/1/05
<input type="checkbox"/> September 2005 <i>Product Awards Issue</i>	8/1/05	8/4/05
<input type="checkbox"/> October 2005 <i>Consumer Research Issue/Ad Readership Study</i>	9/1/05	9/7/05
<input type="checkbox"/> November/December 2005 <i>Winter Fancy Food Show Preview Issue</i>	10/3/05	10/5/05

3. Authorization and Payment Information

THIS IS A FIRM ORDER FOR ALL INSERTIONS SCHEDULED AND IS SUBJECT TO ALL TERMS AND CONDITIONS LISTED ON THE SPECIALTY FOOD MAGAZINE 2005 RATE CARD.

For (advertiser company name) _____

Contact person: At agency At advertiser

Signature (REQUIRED) _____

Date _____

Bill me upon publication. I agree to pay within 30 days of invoice.

My check for U.S. \$ _____ is enclosed (made payable to NASFT)

Charge my credit card upon publication for each scheduled insertion: VISA MasterCard American Express

Card Number _____ Exp. Date _____ Signature _____

Contact name (SALES LEADS AND INVOICES WILL BE SENT TO THIS PERSON UNLESS SPECIFIED OTHERWISE)

Company Name _____

() _____
 Telephone Number

() _____
 Fax Number

_____ Email

Street Address _____

_____ Web

City _____

State _____

Zip/Postal Code _____

Country _____

Fancy Food Show booth number: Winter '05 _____ Spring '05 _____ Summer '05 _____

Fax this form to (212) 482-6459 or send to address below: