



ADVERTISING RATES

NEWSLETTER: E-NEWS: *Food and Beverage Insider –In Brief* is the official e-news of the Alliance of Ontario Food Processors. It is distributed monthly to over 550 industry members and professionals by email and then posted on the AOFP website. The goal is to relay immediate industry information about issues that matter most to industry stakeholders!

In Brief is distributed in an html format (with text option available on demand) and also faxed/mailed to members on request. This provides an opportunity to get directly to the industry member. Archived versions on the website provide longevity.

Publication Schedule

Published	Advertising Deadline
Monthly Mid-month	Monthly 10 th of Month

Advertising Rates

Ad Size	Members	Non-members
Business Card Size 3.5" x2" (non-specific location)	\$75	\$125

Advertising rates are per issues and subject to applicable taxes

WEBSITE PROMOTION: www.aofp.ca Home Page. A Member only option! Place your business card, advertisement or announcement in a high traffic area. All ads/business cards (approximate size) supplied will appear in random rotation on the Alliance home page under the *Quick Links* with a direct link to your URL.

Send your properly sized advertisement electronically. Acceptable formats are jpg, tif or ppt. format (non MAC formats only). The maximum size is 170 x 97 pixels.

Advertising Rates

Ad Size	Members Only
170 X 97 Pixels web-ready ad	\$150 60 days *

* Extension discounts available.

Advertising rates are subject to applicable taxes

ADVERTISING REQUIREMENTS

FOOD & BEVERAGE INSIDER <i>in Brief</i>	
Business Card Size	
	Approx. 3.5" X 2"
	Business Card size

Materials for ***Food and Beverage Insider In Brief*** (*html and text*) must be sent electronically and properly sized. Please indicate if you would like a link to your URL. Acceptable formats are jpg., tif. or ppt. (non MAC formats only).

AOFP www.aofp.ca Home Page	
Quick Links	
Card Size -rotating	

Materials for ***Website** will appear on www.aofp.ca Home Page. Materials are to be received electronically and correctly sized. Acceptable formats are jpg, tif or ppt. format (non MAC formats only). The maximum size is 170 x 97 pixels. All ads/business cards (approximate size) supplied will appear in random rotation on the Alliance home page under the Links with a direct link to your URL.

Purchase 60 days exposure for \$150/web ready ad. Choose to extend your advertisement at a discounted rate.

***members only**

** All materials are subject to the approval of the AOFP*