

Nutra Natural & Organic Foodies MARKETPLACE

NATURAL
ORGANIC
HEALTHY
SUSTAINABLE



BEVERAGES • GRAINS AND CEREALS • SNACKS • FROZEN • CENTER OF THE PLATE • SPICES • OILS • OLIVES • DRESSINGS • DAIRY
CHOCOLATE • CONFECTION, • MEAT • DELI FOOD • SOY AND SOY BEVERAGES • NUTRITIONAL SUPPLEMENTS

BUILD SALES THE NUTRAFOODIES WAY!

(A Comprehensive Brand Awareness Program for Natural & Organic Brands)

How to Use the Natural & Organic Market Place

1. Pick the Ad size that fits your marketing budget.
2. Send your Ad to us, and we will do the rest.
3. Or have our Art Dept. help you create your Ad.

Natural & Organic MARKETPLACE



See the Ad



Read about it



Find it on fbworld.com

Just click on the Natural & Organic Button

And be seen again
by 270,000 visitors per week



Design Specifications

ARTWORK SPECIFICATIONS

Digital Files are recommended. Files should be supplied in Macintosh format with a color proof. Images should be placed at 100% to minimize file sizes. Raster files should support a resolution of 300 dpi in CMYK or grayscale formats placed at 100% or lower. Bitmaps should be no less than 800dpi at 100%. Please supply embedded files placed in Illustrator. Also supply all fonts (both screen & printer fonts). **No PC files, or TRUETYPE PC FONTS. POSTSCRIPT FONTS ONLY.** Please convert all fonts to Bezier curve outlines.(PC files can be translated if necessary but not adjusted). Additional charges will be applied to ads that do not conform.

SUPPORTED MEDIA

100MB Zip, CD's — PC or Mac formatted.
(see Additional Charges)

DEADLINES

Artwork must arrive at least 14 days before close of production.

ADDITIONAL CHARGES

Additional charges will be applied to any conversions of application, formatting, media transferring, or resizing of ad as well as late ads. Rate is \$75/hour (minimum of 15 minutes charged) and a \$20 additional fee/zip disk.

APPLICATIONS

Adobe Illustrator 8 - 9
Adobe Photoshop 5 - 7.0
FreeHand 5.5 - 9.0 (will translate)
QuarkXpress 4.1

Demographics

Quantity:

2,900	Professional Chefs
1,000	Caterers and Country Club Chefs
6,000	Hotels and Resorts
8,000	Restaurants, Delis, Cafes — Chefs and Owners
1,000	Chain Headquarters
2,000	Manufacturers, Brokers, Distributors
300	Associations
200	Public Relations, Magazines, Writers, misc.
687	Wineries
150	Culinary Schools
2,000	Health food stores, juice and smoothie bars
4,000	Grocery stores, gourmet, organic, upscale retail

Clients:

SINGLE COPY SALES

165,000 nationally placed bookstores, grocery stores and airports

INTERNET

210,000+ unique visitors monthly

*Audit Statement Upon Request

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NATURAL & ORGANIC MARKETPLACE ADVERTISING

Now You Can Buy Just What You Need! Buy By The Inch!

Each column width is 2 1/4" wide.

Let your customers know what kind of
products you have available for them!

PRODUCTION/PRICING

Send camera ready art on disk or CD. All
logos or photos must be Mac formatted, in
Quark, Photoshop, Illustrator or Freehand
programs, to be considered as camera ready.

Productions prices are as follows:

1. Production: \$75.00 minimum
2. Images Scans (logos or photos) \$35/each
3. No extra charge for CMYK color.

SPACE

1"	x	2 1/4"	=	\$ 149.00
2"	x	2 1/4"	=	\$ 298.00
3"	x	2 1/4"	=	\$ 447.00
4"	x	2 1/4"	=	\$ 596.00
5"	x	2 1/4"	=	\$ 745.00
6"	x	2 1/4"	=	\$ 894.00
7"	x	2 1/4"	=	\$ 1,043.00
8"	x	2 1/4"	=	\$ 1,192.00

YES, I WISH TO BE IN THE NATURAL & ORGANIC MARKETPLACE SECTION. HERE IS MY INFORMATION:

Natural & Organic MARKETPLACE



Logo enclosed: ☐ Yes ☐ No Category _____

Category that best represents your product: _____

Copy: (can be e mailed us attachment in Microsoft Word) _____

BILLING INFORMATION:

Company: _____

Name: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Cell Phone: _____ Fax: _____ e-mail: _____

TOTAL AMOUNT ENCLOSED:

METHOD OF PAYMENT: ☐ Check ☐ Bill Me ☐ Credit Card

Card Number: _____ Exp.Date: _____ Signature: _____

Card Holder City: _____ Zip: _____

Natural & Organic MARKETPLACE

Ad Sizes

BUY BY THE INCH —
AT ANY SIZE YOU NEED
TO GET YOUR SALES OFF
AND RUNNING. . .
ONE, TWO OR THREE
COLUMN WIDTHS

6" x 2¼"

4" x 2¼"
(shown)

2" x 4¾"
(not shown)

5" x 2¼"

2" x 2¼"

1" x 2¼"

3" x 2¼"

5" Horizontal
(2½" x 4¾")