

FOODSERVICE EAST BANNER AD DIMENSIONS

PROFILE

Foodservice East is the business-to-business publication of the Northeast foodservice industry providing management, operational and product information to the operators and decision makers of this \$80 billion regional foodservice market.

Focused on original reporting, up-to-date trend analysis, timely financial overviews and current hand-on product information, this publication examines in-depth the new developments, expansions and business-building plans of the foodservice community here in the Northeast marketplace.

Quality content and reproduction combine in an easy-to-read, visually attractive, graphically upscale, editorially thoughtful environment that provides an hospitable setting for the foodservice advertiser seeking to reach the major buying influences in the region. FSE provides thorough coverage of both the commercial and non-commercial segments of the Northeast marketplace with a carefully controlled circulation base that represents the major purchasers of food, equipment and supplies in the high volume \$80 billion Northeast market.

WHY ONLINE?

The Foodservice East website offers “online-only” exclusive content and regularly updated articles, news, and special features not available in the print publication. All clients that advertise online are eligible to be included in the FSE Resource directory.

CIRCULATION

- a. 18,000 Northeast United States per current statement
- b. Total audience: 54,000
- c. Publication established: 1926
- d. Website established: 2007

AD REQUIREMENTS – STATIC BANNERS

Format: Square rectangle

Ad dimensions: 180x150 (Contact us for other size options)

File output: JPG, GIF

Max. file size: 20kb

AD REQUIREMENTS – ANIMATED BANNERS

Format: Square rectangle

Ad dimensions: 180x150

File output: GIF

Max. frame size: 6 frames

Max. file size: 30kb

CONTRACT & COPY PROVISIONS

All copy is subject to publisher approval. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork or words protected by copyright or registered trademark, labels, etc. in connection with advertising.

Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for any monies due and payable.

NEED HELP CREATING A BANNER AD?

Foodservice East has an exclusive partnership with **echoth!nk design studio** of Boston, MA. If you would like to advertise with FSE Online and do not have a banner ad, let our design partner provide one.

All banner packages include: *dedicated graphic design consultation, multiple design layouts to choose from, web optimized final output, 100% satisfaction guarantee.*

Packages start at only \$150.00, great designs at a great price!