

# 2012 Media Planner

Highlighting refrigerated transportation, warehousing, logistics, and shipping. Reporting the latest news on refrigerated equipment innovations, new technology, and government regulations.

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## Website Specs & Rates\*

(\*Net per month)

### Banner dimensions, file sizes & rates:

- 1 Leaderboard**  
728 x 90 • 35k maximum—\$1,200
- 2 Spotlight**  
300 x 250 • 35k maximum—\$900
- 3 Button**  
180 x 150 • 20k maximum—\$800
- 4 Ask the Experts**  
Interactive Q & A Forum. Contact your sales representative for specifications & rates.

### Formats:

**Currently accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif.

**NOTE:** Must also supply a non-animated GIF or JPEG in addition to other formats, to accommodate instances that require a static image.

**Will accept for testing:** DHTML, Audio, Real, Shoshkeles

**Non-accepted formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** Will accept most 3rd-party ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

**Frames and Looping:** Maximum frames—4  
Looping—3 times

### Deadlines:

**Materials due:** Two (2) business days prior to posting. Five (5) business days for rich media.

**Include with instructions:** Referring URL and alt text

More detailed specs available on request

## E-newsletter Specs & Rates\*

(\*Net per month)

### Banner dimensions, file sizes & rates:

- 5 Full Banner** (Includes additional 50 words of text & email/url link)  
468 x 60 full banner • 15-20k maximum  
\$800 to \$1,000 monthly depending on position.
- 6 Tower** 120 x 600 • 25k maximum  
Call for quote
- Half-tower** 120 x 240 • 20k maximum  
Call for quote

### Formats:

**Currently accepted:** GIF or JPEG files only. No Rich Media or Flash.

**3rd Party Ad Serving:** Most 3rd-party ad tags accepted. 3rd-party ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

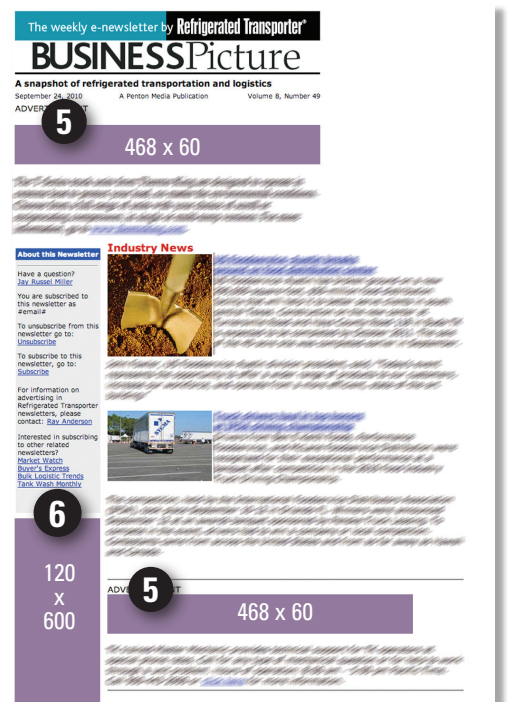
**Frames and Looping:** Microsoft Outlook in Windows 7 does not support animation. If submitting animated files for e-mailed newsletters, make sure that the first frame contains the content you want displayed as a static frame because many recipients will not be able to see the additional frames.

### Deadlines:

**Materials due:** Two (2) business days prior to newsletter blast.

**Cancellation Policy:** Banners & sponsorships require a 2-week written cancellation notice.

Celebrating our 48th year serving the refrigerated food distribution industry!



- Jan** ..... Information Management
- Feb** ..... Driver Recruitment & Retention
- Mar** ..... Refrigeration Unit Repair
- Apr** ..... Dairy
- May** ..... Sustainability
- Jun** ..... Gross Revenue
- Jul** ..... Food Safety and Traceability
- Aug** ..... Produce
- Sep** ..... Warehousing
- Oct** ..... Supermarkets
- Nov** ..... Emissions Reduction
- Dec** ..... Refrigerated LTL