

Produce merchandising

2010 ONLINE RATES

Produce Merchandising Online gives readers immediate access to news from the retailers' perspective. Newsletters take headlines from *Produce Merchandising* and send them directly to readers who register, free of charge. As an ad sponsor, your ad links directly to your company Web site, generating instant contact with your customers.

SUBMISSION PROCESS

Advertising creative may be submitted using the following methods:

- Email advertising banners via attachment to Connie Dudziak at cdudziak@thepacker.com

Please include:

- your insertion order number
- the name of your sales representative
- your run dates
- scheduling instructions
- alt-text tag line
- your company name and contact information

- Advertiser may post ads on the World Wide Web for *The Packer/RBCS Online* to pick up.

- Please follow submission process, and email the location of the banner artwork to Connie Dudziak at cdudziak@thepacker.com

IMAGE AD SPECIFICATIONS

- Maximum file size is 25k
- Acceptable file formats for web page ads are .gif, .jpg, and .swf (Flash). For Flash ads, a click tracking code must be embedded in the .fla file prior to the creation of the .swf
- Ads may be static or animated for web pages, and animations may not exceed more than six seconds in length
- Ads for e-newsletters **MUST** be static .gifs or .jpps; no animations
- The target URL must be live at time of submission

Additional charges may apply for Flash file format.

MAXIMUM FOUR ADS IN ROTATION

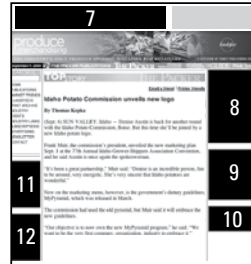
ONLINE RATES WEBSITE (MONTHLY)

| | Position1 | Size-- | 3x | 6x | 12x |
|------------------------------------|-----------|---------|---------|---------|---------|
| Home Page Banner | 1 | 468x70 | \$1,700 | \$1,530 | \$1,380 |
| Home Page Vertical | 2 | 155x225 | \$1,020 | \$865 | \$765 |
| Home Page Box | 3 | 155x155 | \$735 | \$630 | \$555 |
| Home Page Button | 4 | 155x78 | \$455 | \$390 | \$340 |
| Home Page Menu Bar Box (top) | 5 | 94x144 | \$395 | \$340 | \$300 |
| Home Page Menu Bar Box (bottom) | 6 | 94x144 | \$395 | \$340 | \$300 |
| Article Page Banner | 7 | 468x70 | \$740 | \$630 | \$555 |
| Article Page Vertical | 8 | 155x225 | \$680 | \$580 | \$510 |
| Article Page Box | 9 | 155x155 | \$565 | \$480 | \$425 |
| Article Page Button | 10 | 155x78 | \$455 | \$385 | \$340 |
| Article Page Menu Bar Box (top) | 11 | 94x144 | \$340 | \$285 | \$255 |
| Article Page Menu Bar Box (bottom) | 12 | 94x144 | \$340 | \$285 | \$255 |

HOME PAGE POSITIONS



ARTICLE PAGE POSITIONS



NEWSLETTER RATES (WEEKLY)

| | Size (px) | 4x | 8x | 12x | 18x | 26x |
|----------|-----------|---------|-------|-------|-------|-------|
| Top | 468x70 | \$1,155 | \$995 | \$835 | \$745 | \$670 |
| Side Box | 235x70 | \$525 | \$450 | \$360 | \$335 | \$295 |
| Bottom | 468x70 | \$580 | \$500 | \$420 | \$375 | \$335 |

NEWSLETTER POSITIONS



NEWSLETTERS:

WHAT'S IN STORE (NEW PRODUCTS)

PRODUCE EXECUTIVE (ANALYSIS/EXECUTIVE NEWS)