

Cereal Foods World®

A Publication of
AACC International



2010 Media Kit

Cereal Foods World® is a leading source of information on grain-based food science, technology, and product development. *Cereal Foods World* (CFW) publishes important articles about the practical and applied aspects of grain-based food science with a focus on advances in the field and their application in product development and current food production practices. Food industry professionals rely on the bimonthly *Cereal Foods World* to bring them the most current industry and product information, as well as up-to-date information on trends and technical information.

Our feature articles have a focus on new technologies, baking, health and nutrition, quality assurance, food safety, ingredients, and processing technologies. Each issue also includes columns and reports contributed by experts on various topics, including engineering, consumer research, grain quality, product development, baking, cereals, and nutrition.

Our Audience

CFW's audience includes food scientists, chemists, microbiologists, engineers, nutritionists, and those interested in the cereal grains and related industries, including product development, quality control, marketing, technical sales, and production management.

CFW Provides Value-Added Programs

We are committed to building strong alliances with sponsors by designing value-added sponsorship packages such as: Platinum, Gold, Silver, and Bronze sponsorship opportunities to open doors for your organization throughout the field of grain science. Our sponsorship program enables you to differentiate your company from competitors, contributing to your business growth.

Sponsorships

PLATINUM Sponsorship—\$10,000

- 6 – Four-color advertisements from Group A
- Listing as Platinum Sponsor on CFW Sponsor Page
- Full-color logo and website address on Sponsor Page in each issue of CFW
- Full-color logo and website address on CFW web pages
- Priority special position choice—20% discount off premium pricing
- Spotlight as Platinum Sponsor at AACC International Annual Meeting

GOLD Sponsorship—\$7,500

- 4 – Four-color advertisements from Group A
- Listing as Gold Sponsor on CFW Sponsor Page
- Full-color logo and website address on Sponsor Page in each issue of CFW
- Full-color logo and website address on CFW web pages
- Priority special position choice—15% discount off premium pricing
- Spotlight as Gold Sponsor at AACC International Annual Meeting

SILVER Sponsorship—\$5,500

- 3 – Four-color advertisements from Group A or 4 from Group B
- Listing as Silver Sponsor on CFW Sponsor Page
- Company name and website address on Sponsor Page in each issue of CFW
- Company name and website address on CFW web pages
- Special position choice—10% discount off premium pricing
- Spotlight as Silver Sponsor at AACC International Annual Meeting

BRONZE Sponsorship—\$3,500

- 2 – Four-color advertisements from Group A or 3 from Group B
- Listing as Bronze Sponsor on CFW Sponsor Page
- Company name and website address on Sponsor Page in each issue of CFW
- Company name and website address on CFW web pages
- Special position choice—5% discount off premium pricing
- Spotlight as Bronze Sponsor at AACC International Annual Meeting



Advertisement Sizes

Group A

Full Page 7" w × 10" d

Half Page Island 4-1/2" w × 7-1/2" d

Group B

Half Page Vertical 3-3/8" w × 10" d

Half Page Horizontal 7" w × 4-7/8" d

For bleed art sizes see Mechanical Requirements on back page of brochure.

Single, Four-Color Advertising Rates

	× 1	× 3	× 6
Full Page	\$2,765	\$2,685	\$2,495
Half Page Island	\$2,360	\$2,305	\$2,260
Half Page Vertical or Horizontal	\$2,245	\$2,185	\$2,150

Black and White Discount: \$900 reduction on all prices shown above

Special Position Charges: Cover 4 or Cover 2 add \$400.

Cover 3 or other position add \$300

Please contact us for additional specifications and costs.

Advertisement Sizes

Full Page 7" w × 10" d

Half Page Island 4-1/2" w × 7-1/2" d

Half Page Vertical 3-3/8" w × 10" d

Half Page Horizontal 7" w × 4-7/8" d

For bleed art sizes see Mechanical Requirements on back page of brochure.

Editorial Calendar

Issue	Editorial Theme	Ad Close
January-February	Product Development	December 6, 2009
March-April	Health & Nutrition	February 8, 2010
May-June	Quality	April 5, 2010
July-August	Lean and Green/Preconvention	June 7, 2010
September-October	Ingredient Innovations	August 5, 2010
November-December	Emerging Issues	November 4, 2010

For further information on advertising and sponsorship opportunities, contact Barbara Divver at +1.239.410.8615 or barbara@fernmanagement.com.

Commission and Payment Terms

15% commission to recognized agencies if invoice is paid within 30 days of invoice date. No cash discount. Commission is not allowed on other charges, such as back up or tip-in charges for inserts, reprints, production costs, conversions, typesetting, or special binding and trimming.

Protective Clause

All advertising orders are accepted subject to the terms and provisions of the current editorial calendar. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. AACC International reserves the right to discontinue, omit, or reject any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. All advertising is subject to AACC International's approval. AACC International reserves the right to reject advertising that we think is not in keeping with Cereal Foods World's standards. AACC International reserves the right to place the word "Advertisement" with copy that, in AACC International's opinion, resembles editorial matter. AACC International is not liable for delays in delivery and/or nondelivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of AACC International affecting production or delivery in any manner.

Classified Advertising

Our classified ads appear in the popular Departments Section of the journal and they come in two formats. Contact Managing Editor Amanda Aranowski, aranowski@scisoc.org, for information on placing a classified ad.

Bibliographic Information

ISSN: 0146-6283, 2010 Volume No. 55, Number of Issues per Year: 6, Frequency: Bimonthly

Months of Publication

January-February, March-April, May-June, July-August, September-October, November-December

Print format

8-1/2" x 11", printed on 60-lb. enamel, acid-free stock



Total Distribution

Individual: 2,945; Corporate: 184; Subs: 286

Territorial Distribution:

U.S.A.: 1,983; Canada: 179; Elsewhere: 783

2010 Nonmember Print Subscription Rates

U.S.A. \$349; Elsewhere: \$411

Canadian Customers, please add 5% GST/HST to the Elsewhere price. Canadian GST# R131584807

Editorial Board

Executive Editor: Susan Kohn

Publications Panel

Chair: S. Shea Miller, Agriculture & Agri-Food Canada

Members: Girish Ganjyal, PepsiCo Advanced Research; John Lawton, Poet Research; Rajen Mehta, Sunopta Ingredients Group

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Member Ex-Officio: R. Carl Hoseney, R&R Research Services Inc.

Published by

AACC International is a professional organization of members who specialize in grain research and the use of grains in foods. AACC Intl. is the one truly global organization focused on the advancement of grain science. Industry, academia, and government institutions rely on AACC Intl. to identify emerging issues, report industry news, investigate and develop analytical methodology, and to make this information readily available. From taking action on current issues affecting the grain-based food industry to creating globally accepted definitions, the accomplishments of AACC Intl.'s members help shape the future of grain-based food products and policy.

CFW Mechanical Requirements

Printing Process

Offset Lithography

Paper Stock

Printed on 60-lb. white enamel

Binding

Saddle-stitched

Column Format

Three columns per page; column width measures 2-1/8". Two columns per page; column width measures 3-3/8". Depth of column is 10".

Bleed Art

Full page bleed art must measure 8-3/4" w × 11-1/4" d.

Half page vertical bleed art should measure 4-1/4" w × 11-1/4" d.

Half page horizontal bleed art should measure 8-3/4" w × 5-3/8" d.

Trim Size

8-1/2" × 11"

Ad Specifications

When submitting materials for print, please adhere to the following guidelines:

Medium: Zip Disk or CD

Platform: MacIntosh

Software: Adobe InDesign, Illustrator, Photoshop; QuarkXPress

Format: eps or tif; Composite PDF v1.3 (Acrobat 4.0 compatible). If possible, conform to PDF/X-1a.

Resolution: 300 dpi

- Four-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be included on disk.
- A hard copy of the file must accompany the disk.
- For color proofing, a SWOP quality contact proof should be supplied.
- Files must be set up to 100% of output size, allowing 1/8" bleed for full-page bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges.

Logo Specifications

Format: eps or tif

Resolution: 300 dpi

- If supplying an Illustrator file, type must be vectorized or font(s) must be supplied.
- A hard copy of the file must accompany the disk.

Ad Materials Storage

Your materials are kept on file for a minimum of 18 months.

For further information on advertising and sponsorship opportunities, contact Barbara Divver at +1.239.410.8615 or barbara@fernmanagement.com.

Cereal Foods World Order Form

Please check the appropriate sponsorship level below, and complete and sign the form to become a 2010 CFW Sponsor and receive your sponsorship designation and benefits. Return the completed document via fax or mail to the address shown at the bottom of this order form. On receipt of the form, we will send a full insertion contract enabling you to indicate the issues, size, and preferred placement of your advertisements. Full payment is required before insertion.

Company _____

Advertising Contact _____ E-mail _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____ Fax _____

Website _____

- Platinum Sponsorship—\$10,000
- Gold Sponsorship—\$7,500
- Silver Sponsorship—\$5,500 Group A Group B
- Bronze Sponsorship—\$3,500 Group A Group B

I sign and approve this order on behalf of my company.

Name _____ Date _____

Payment Options

- Check (in U.S. Funds)

- Credit Card
 - VISA MasterCard American Express

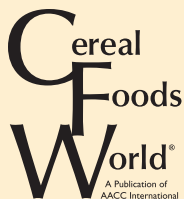
Name _____

Signature _____ Date _____

Cardholder's Name on Card _____ Amount to Charge \$ _____

Credit Card Number _____ Expiration Date _____

Security Code (on back of card) _____



Fax completed form to *Cereal Foods World* Advertising Office at +1.727.942.4570 or mail to 5123 Kernwood Court, Palm Harbor, FL 34685 U.S.A.

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