

## 2008 CLASSIFIED ADVERTISING

### Classified Rates

Contract Services • Employment Services • Positions Available • Professional Directory

Frequency	1x	3x	6x	7x
Column-inch* rate	\$130	\$120	\$110	\$100
Business Card (F)	\$220	\$210	\$200	\$190

\*One column-inch width equals 2 1/4"; two columns, 4 5/8"; three columns, 7 1/8", including all borders and white space in the ad. See examples below. All ad space is billed to the nearest half-inch. Minimum depth for one- and two-column ads is 1"; minimum depth for three-column ad is 2".

**Get Noticed!** Add one color to your classified ad for only \$55.  
Add four colors for only \$180.

**Typography and Graphics:** *Food Quality* can typeset and enclose your ad with a border, free of charge. Your complete ad, your logo or special border may be submitted via e-mail. **Deadlines:** Closing is the 5th of the month preceding the month of issue. The materials must be submitted by the 10th of the preceding month of issue. **Commissions:** Recognized advertising agencies are allowed a 15% commission on camera-ready and electronic ads only.



### **Food Quality's Classified Advertising Order Form**

Send all materials as a Word Document to Karen Devlin: [kdevlin@wiley.com](mailto:kdevlin@wiley.com)

Questions- Contact Ken Potuznik: [kpotuzni@wiley.com](mailto:kpotuzni@wiley.com) or (480) 419-1851

Please place my ad in the following months:

Feb/March  April/May  Buyers Guide  June/July  August/September  Oct/Nov  Dec/Jan

Name \_\_\_\_\_ Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip or Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Purchase Order No. \_\_\_\_\_

Email \_\_\_\_\_

Invoice me

**Bill my credit card:**  VISA  MASTERCARD  AMERICAN EXPRESS

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_