

Marketing Power

FOODSERVICE-DEK is the cornerstone of a multi-media marketing program targeting the owners & managers of food service establishments across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at www.FOODSERVICE-DEK.com.

2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Feb	Jan 2	Early-February
Apr (Pre NRA)	Mar 5	Early-April
July (Pre WFHE)	June 12	Mid-July
Oct (Pre IH/M&RS)	Sep 11	Late-October

Mini-Catalogs available as low as 18 cents each for a single issue

7 PT UNCOATED STOCK 4-COLOR/B&W without bleeds

	100,000	CPM
Full Circulation	100,000	CPM
Standard Per Mailing	\$3,390	\$33.90
Jumbo Per Mailing	\$4,490	\$44.90

	50,000	CPM
Half Circulation	50,000	CPM
Standard Per Mailing	\$2,290	\$45.80
Jumbo Per Mailing	\$3,090	\$61.80

Card Size	Standard	Jumbo
Trim Size	3 ⁹ / ₁₆ " x 5 ³ / ₈ "	5 ³ / ₈ " x 7"
Image Area (No Bleeds)	3 ¹ / ₈ " x 5 ¹ / ₈ "	5 ¹ / ₈ " x 6 ³ / ₄ "

Upgrade to a glossy card with a full bleed available. Contact your Business Development Consultant for quote.

Audience Profiles:

Restaurant Edition (Four Issues/Year)

Independent Restaurants	44,243
Chain & Franchise Headquarters	3,191
Dealers & Distributors.....	2,566
Subtotal	50,000

Upscale Edition (Apr, Oct)

Upscale Restaurants	17,985
Resorts & Country Clubs	14,248
Caterers.....	13,855
Hotels & Hotel Management.....	3,912
Subtotal	50,000

Institutional Edition (Feb, Jul)

Schools, Colleges & Universities.....	31,690
Nursing Homes, Hospitals & Care Centers	14,933
Correctional Institutions	1,769
Contract Food Service Managers.....	1,608
Subtotal	50,000

Add a solo email campaign to 26,000 Hospitality Facilities at a discounted multi-media rate.

2009 Rates, Dates & Data

Cooperative Direct Mail Program



Want to reach a market before or after a major trade show? We have a solution for you.

Looking to launch new products nationwide in multiple mediums? We have a solution for you.

*Looking to replace trade shows with a more cost-effective campaign to the market?
We have a solution for you.*

Looking to achieve sales goals with a shrinking budget? We have a solution for you.

Need new customers? We have a solution for you.

Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online 24 Months)	\$295
Solo Email Campaign to 20,000 Foodservice buyers (must have qualifying offer)	\$2000
Solo Email Campaign to 26,000 Hospitality buyers (must have qualifying offer)	\$2500
Solo Email Campaign Subject Line A/B Split.....	\$200
Card in FOODSERVICE eDEK to 20,000 + buyers.....	\$300
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover.....	\$695
Logo on Cover	\$195
<i>Note: Must participate in full circulation to be included on the cover.</i>	
First Card Position	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card	\$450
Overruns (price per 1000)	\$150
Electronic Lead Delivery Program	\$100/150
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side	\$250
Complete Creative Services – 2 Message Sides	\$395
Redesign of Existing Layout.....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150