

Marketing Power

FOODSERVICE-DEK is the cornerstone of a multi-media marketing program targeting the owners/managers of restaurants 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.GreatValueZone.com.

2010 Publishing Schedule		
Issue	Closing Date	Mailing Date
February	January 15 th	Mid-February
April (Pre NRA)	March 12 th	Mid-April
July (Pre WFHE)	June 18 th	Late-July
October (Pre IH/M&RS)	September 10 th	Mid-October

**Mini-Catalogs available
as low as 10 cents each
for a single issue**

Audience Profile:	
Independent Restaurants.....	84,842
Chain & Franchise Headquarters	7,351
Other Foodservice Buyers	4,786
Dealers & Distributors.....	3,021
Total	100,000

7 PT UNCOATED STOCK 4-COLOR/B&W without bleeds		
Full Circulation	100,000	CPM
Standard Per Mailing	\$3,390	\$33.90
Jumbo Per Mailing	\$4,490	\$44.90
<hr/>		
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 "

**Add a Solo Email Blast
to 50,000 Hospitality Facilities
at a discounted multi-media rate.**

2010 Rates, Dates & Data Cooperative Direct Mail Program



Our Solutions . . . Your Profits

Mailing List

- We mail to foodservice buyers numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities.
- Trade show attendee enhancement.
- Daily responder updates.

Creative

- We have over 23 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

Offer

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

Additional Online & Direct Marketing Services

Online Card in FOODSERVICE-DEK Online (Archived Online 24 Months)	\$295
Solo Email Blast to 32,000 Foodservice buyers (must have qualifying offer)	\$2000
Solo Email Blast to 55,000 Hospitality buyers (must have qualifying offer)	\$2500
Solo Email Blast Subject Line A/B Split	\$100
Card in FOODSERVICE eDEK to 32,000 + buyers	\$400
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