

Culinary Currents E-Newsletter 2008 Specifications

8Materials Submission

If you have a multiple-product advertising package with NRN, it is recommended that you send materials for each piece under separate cover (ex. e-mails) **labeled with the newsletter name, insertion date and ad position or the site materials labeled with the position and the run time.** This will expedite the process of getting your information online as quickly as possible. (For example: one e-mail might contain your ads for the site, a second email might contain your information for a product page). We also recommended that you gather all necessary materials and send them when you have all the requirements. Sending materials separately increases the chances that something will be missed.

NOTE: If you are creating a vanity URL for use with your newsletter placement, it will need to be available 2 weeks prior & 4 weeks post newsletter launch.

Space & Specifications

The following lists all advertising slots available on the e-newsletter. Your salesperson will work with you to determine actual available dates for your desired placement(s).

| Description/Location | Text | Logo Specs | Ad Specs | Formats/Animation |
|---|--|--|---------------------------------------|--|
| Top Position – “Food Trends” Allows for a logo & banner | Text-only version of ad is required. 35-words maximum. | 100x100 pixels 10 kb max. file size | 468x60 pixels 25 kb max. file size | Acceptable File Formats: Gif, jpeg, jpg |
| Upper Middle Position - “Dish of the Week” Allows for a logo & banner | | | | Animation Allowed: Yes |
| Middle Position – “Chef Profile” Allows for a logo & banner | | | | Flash/Rich Media Allowed: No |
| Bottom Position – “On The Menu” Allows for a logo & banner | | | | Third Party Redirect Allowed: Yes – banner only (must be live for 2 weeks prior & 4 weeks post newsletter launch) |
| Featured Product Featured product is an advertiser from one of the positions listed above. Product is pulled from the advertisers Product Directory page on NRN.com | | | | |
| Sponsored Recipes One recipe is featured from each sponsor. Recipes are linked to the sponsor's website & featured on the NRN.com website. Participation in the Recipe Ideas program is required. See Recipe Ideas specifications for more details. | | | | |

View the latest issue of Culinary Currents: <http://www.nrn.com/eNewsletter.aspx?globalMenuTab=3>

2008 Production Schedule & Materials Deadlines

| Month | Closing Materials | Launch Date |
|------------------|-------------------------------|------------------------------|
| JANUARY | Wednesday, December 26, 2007 | Wednesday, January 02, 2008 |
| FEBRUARY | Tuesday, January 29, 2008 | Tuesday, February 05, 2008 |
| MARCH | Tuesday, February 26, 2008 | Tuesday, March 04, 2008 |
| APRIL | Wednesday, March 26, 2008 | Wednesday, April 02, 2008 |
| MAY | Thursday, April 24, 2008 | Thursday, May 01, 2008 |
| JUNE | Tuesday, May 27, 2008 | Tuesday, June 03, 2008 |
| JULY | Wednesday, June 25, 2008 | Wednesday, July 02, 2008 |
| AUGUST | Tuesday, July 29, 2008 | Tuesday, August 05, 2008 |
| SEPTEMBER | Thursday, August 28, 2008 | Thursday, September 04, 2008 |
| OCTOBER | Wednesday, September 24, 2008 | Wednesday, October 01, 2008 |
| NOVEMBER | Tuesday, October 28, 2008 | Tuesday, November 04, 2008 |
| DECEMBER | Tuesday, November 25, 2008 | Tuesday, December 02, 2008 |

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Submission of Materials & Technical Questions

Materials may be submitted via e-mail (3MB limit), CD or FTP.

| | Name/E-mail | Mailing Address | Phone/Fax |
|--------------------------|--|---|--|
| Primary Contact | Amita John materials@nrn.com | 110 Summit Avenue Montvale, NJ 07645 | Phone: (201)740-6267 |
| Secondary Contact | Susan Vincer svincer@nrn.com | 444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611 | Phone: 262-835-2661 Fax: 312-644-3256 |

Contract, Pricing & Availability Information

For sales or general questions about your program, placements or availability,
please contact your Regional Sales Director:

| Regional Sales Directors | | | | Secondary Contact |
|-----------------------------------|---|---|--|---|
| Region | Name/E-mail | Mailing Address | Phone/Fax | |
| FL/GA/TX/NC/ SC/AL/VA | Tom McElhinny tmcelhin@nrn.com | 5825 Glenridge Dr, Bldg. 3, Ste.101 Atlanta, GA 30328 | Phone: 404-845-3433 Fax: 404-843-0751 | Susan Vincer Publishing Director NRN-Online svincer@nrn.com 262-835-2661 |
| New England/ NY/PA/NJ | Chris McCoy cmccoy@nrn.com | 88 Pond Street, Ste. 1 Sharon, MA 02067 | Phone: 781-793-7888 Fax: 781-793-7862 | |
| IL/OH/MI/ IN/TX/IA/KS | John Krueger jkrueger@nrn.com | 444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611 | Phone: 312-645-5073 Fax: 312-644-3256 | |
| IL/MN/WI | Kevin McKay kmckay@nrn.com | 444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611 | Phone: 312.645.5091 Cell: 847.778.0313 Fax: 312-644-3256 | |
| CA/AZ/NM/ ID/CO | Rebecca Roberts rroberts@nrn.com | 606 N. Larchmont Blvd., Ste. 206 Los Angeles, CA 90004 | Phone: 323-860-6321 Fax: 323-465-4287 | |
| National Telemarketing | Sue Macnow smacnow@nrn.com | 425 Park Avenue New York, NY 10022 | Phone:212-756-5211 FAX: 212-756-5215 | |
| Classified Advertising | Leslie Wolowitz wolowitz@nrn.com | 425 Park Avenue New York, NY 10022 | Phone:212-756-5210 FAX: 212-756-5289 | |
| Inside Sales Manager | Neil Hochman nhochman@nrn.com | 425 Park Avenue New York, NY 10022 | Phone:212-756-5190 FAX: 212-207-8761 | |

* Full Media Kits for both print & online are available at our website, www.nrn.com