

Product Watch E-Newsletter 2008 Specifications

Materials 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.

Notes about Image Sizes:

Images must be provided that meet the specifications below. We recommend you choose a single product image to ensure that it is legible in the small size this newsletter allows. (See the sample Chain Store Guide image (right) which illustrates the format of your advertising block).

Space Availability

Your salesperson will work with you to determine actual available dates for your desired placement(s).

CHAIN STORE GUIDE



Chain Restaurant Operators, High Volume Independent Restaurants and Foodservice Distributors database

CSG'S comprehensive coverage of the foodservice industry is the most accurate and easiest to use. All databases have weekly updates, unlimited search and download capabilities.

Check out our **Free Online Demo** at: www.csqis.com.
For more information e-mail: info@csqis.com.



| Description | Logo Specs | Image Specs | Formats/Animation |
|--|--|--|---|
| Single Product Feature Allows for a logo, product image & max. 50 words of copy (links allowed) A text-only version is also required, 75-words maximum. | 150x150 pixels 25 kb max. file size | 150x150 pixels 25 kb max. file size | Acceptable File Formats: gif, jpeg, jpg Animation Allowed: Yes Flash/Rich Media Allowed: No |

*If you have a Product Page on NRN.com, we can also pull those materials for use in the Product Watch newsletter.

NRN reserves the right to edit images & copy that do not meet the specifications noted above.

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

2007 Production Schedule & Materials Deadlines

| Month | Closing Materials | Launch Date |
|-------------------------------|-------------------------------|------------------------------|
| JANUARY | Wednesday, January 09, 2008 | Wednesday, January 16, 2008 |
| FEBRUARY | Thursday, February 07, 2008 | Thursday, February 14, 2008 |
| MARCH | Thursday, March 06, 2008 | Thursday, March 13, 2008 |
| APRIL | Wednesday, April 09, 2008 | Wednesday, April 16, 2008 |
| April – FS/TEC PW | Friday, April 04, 2008 | Friday, April 11, 2008 |
| MAY | Wednesday, May 07, 2008 | Wednesday, May 14, 2008 |
| JUNE | Wednesday, June 11, 2008 | Wednesday, June 18, 2008 |
| JULY | Thursday, July 10, 2008 | Thursday, July 17, 2008 |
| AUGUST | Wednesday, August 06, 2008 | Wednesday, August 13, 2008 |
| SEPTEMBER | Thursday, September 04, 2008 | Thursday, September 11, 2008 |
| September -- MUFSSO PW | Wednesday, September 24, 2008 | Wednesday, October 01, 2008 |
| OCTOBER | Wednesday, October 08, 2008 | Wednesday, October 15, 2008 |
| NOVEMBER | Wednesday, November 05, 2008 | Wednesday, November 12, 2008 |
| DECEMBER | Wednesday, December 09, 2008 | Wednesday, January 16, 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 |
|--------------------------|--|---|--|
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| 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