

## 2009 Advertising & Sponsorship Positions / Rates

NRN The Website			Net	Gross
Home Page Banner – 468 x 60			\$7,000	\$8,235
Home Page Banner Shared – 468 x 60			\$4,000	\$4,700
Home Page Upper Square Shared – 150 x 150			\$3,500	\$4,117
Home Page Medium Rectangle – 300 x 250			\$7,500	\$8,825
Home Page Medium Rectangle Shared – 300 x 250			\$4,000	\$4,700
Fixed 180 x 150 Home Page Square			\$3,500	\$4,117
Fixed 180 x 150 Home Page Square Shared			\$2,000	\$2,350
Breaking News Sponsorship			\$3,000	\$3,530
Off the Wire Sponsorship			\$3,000	\$3,530
Market Monitor			\$3,000	\$3,530
Fixed Banner Position – 468 x 60			\$2,000	\$2,352
Fixed Medium Rectangle Position – 300 x 250			\$2,000	\$2,352
Run of Site - Banner Ads – 468 x 60			\$1,000	\$1,176
Run of Site - Medium Rectangle Ads – 300 x 250			\$1,000	\$1,176
Classified Home Page Ad (2 Ads)			\$500	\$588
Custom Content/White Papers			\$3,500	\$4,117
Product Pages			\$1,250	\$1,470
Recipe Ideas Section			\$4,250	\$5,000
Interstitial Ads			\$5,000	\$5,882
Splash Ads			\$2,500	\$2,941
Client Ad Creation			\$350	\$412
Podcasts			\$5,000	\$5,882
Slide Show Sponsorship			\$2,000	\$2,353
Video Sponsorship			\$2,500	\$2,941
Lower Leaderboard – 728 x 90			\$3,000	\$3,530
Lower Leaderboard Shared – 728 x 90			\$2,000	\$2,353
NRN Foodservice Blogs			Net	Gross
Ambiance Chaser			\$1,500	\$1,765
The Food Writer's Diary			\$1,500	\$1,765
Independent Thinking			\$1,500	\$1,765
Standards & Pours			\$1,500	\$1,765

Newsletters – NRN Daily										
NRN a.m.	1-5x		6-20x		20-40x		40-60x		60x +	
	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross
Leaderboard	\$1,500	\$ 1,765	1,402	\$ 1,650	\$1,300	\$ 1,530	\$1,202	\$ 1,415	\$1,003	\$ 1,180
Ad position #1	1,200	1,415	1,100	1,295	1,050	1,235	1,000	1,180	900	1,060
Ad position #2	1,100	1,295	1,000	1,180	975	1,150	900	1,060	800	940
Market Monitor	1,000	1,180	900	1,060	850	1,000	829	975	752	885
Daily Feature:	1,202	1,415	1,100	1,295	1,003	1,180	900	1,060	803	945
<i>Marketing, Green, Consumer Scorecard, Independents, Culinary, Human Resources &amp; Finance</i>										
Featured Classified	400	470	350	412	300	353	250	295	200	235
Single Sponsored NRN a.m. - \$8,000 Net \$9,411 Gross										

Newsletters – NRN Bi-Weekly		
Casual Dining	Net	Gross
Leaderboard	\$4,000	\$4,705
Ad position #1	\$3,000	\$3,530
Ad position #2	\$1,500	\$1,765
Ad position #3	\$900	\$1,060
Ad position #4	\$600	\$705
From the Kitchen	\$1,000	\$1,176
Featured Product	\$400	\$470

Newsletters – NRN Bi-Weekly		
QSR	Net	Gross
Leaderboard	\$4,000	\$4,705
Ad position #1	\$3,000	\$3,530
Ad position #2	\$1,500	\$1,765
Ad position #3	\$900	\$1,060
Ad position #4	\$600	\$705
Featured Product	\$400	\$470

Newsletters - NRN Monthlies		
<b>Beverage Trends</b>	<b>Net</b>	<b>Gross</b>
Leaderboard	\$4,000	\$4,705
Ad position #1	\$3,000	\$3,530
Ad position #2	\$1,500	\$1,765
Ad position #3	\$900	\$1,060
Ad position #4	\$600	\$705
Sponsored Featured Beverage Recipe	\$1,000	\$1,176
Featured Product	\$400	\$470
<b>Culinary Currents</b>	<b>Net</b>	<b>Gross</b>
Leaderboard	\$3,500	\$4,117
Top Story	\$3,000	\$3,530
Food News	\$2,500	\$2,941
Chef Profile	\$2,250	\$2,647
The Dish	\$2,000	\$2,352
On the Menu	\$1,750	\$2,060
Food Writers Blog	\$1,000	\$1,176
Featured Product	\$400	\$470
<b>Growth Chains</b>	<b>Net</b>	<b>Gross</b>
Leaderboard	\$4,000	\$4,705
Ad position #1	\$3,000	\$3,530
Ad position #2	\$1,500	\$1,765
Ad position #3	\$900	\$1,060
Ad position #4	\$600	\$705
Kitchen Strategies	\$2,500	\$2,941
Featured Product	\$400	\$470
<b>Independent Insights</b>	<b>Net</b>	<b>Gross</b>
Leaderboard	\$3,000	\$3,530
Ad position #1	\$2,000	\$2,353
Ad position #2	\$1,500	\$1,765
Ad position #3	\$900	\$1,060
Ad position #4	\$550	\$650
Featured Product	\$400	\$470
<b>Product Watch - 20 Ad Spots</b>	<b>Net</b>	<b>Gross</b>
Top Tier Positions	\$850	\$1,000
Mid Tier Positions	\$750	\$882
Open Positions	\$550	\$650
<b>Equipment Product Watch - 20 Ad Spots</b>	<b>Net</b>	<b>Gross</b>
Top Tier Positions	\$850	\$1,000
Mid Tier Positions	\$750	\$882
Open Positions	\$550	\$650
<b>Product Watch - Single</b>	<b>Net</b>	<b>Gross</b>
Single Sponsored Product Watch	\$8,500	\$10,000

Newsletters – Quarterly – Specials	Net	Gross
Breakfast Journal Quarterly	\$40,000	\$47,058
Special Communiqués	\$3,500	\$4,117