

New Product Launch

LAUNCHING A NEW PRODUCT?... try our NEW PRODUCT LAUNCH PACKAGE for Maximum Impact!

Featuring 12 "hits" ... and a ton of exposure!

- 1 Full-page ad in *Foodservice and Hospitality* magazine
- 1 Full-page ad in *Hotelier* magazine or (The CRFA Show; ApEx; B.C. Expo, The Alberta Show)
- 1 Spotlight ad in any of the three Show Guides
- 3 Showcase ads in either *Foodservice and Hospitality* or *Hotelier*
- 1 Product Preview in *Foodservice and Hospitality*
- 1 Product Preview in *Hotelier*
- E-Response and Web-hosted service engine with your product or service listed by category and linked back to your website.
- Above activities reinforced with monthly e-mail to 8,000 e-subscribers.
- 1 Article Banner Ad at foodserviceworld.com or hoteliermagazine.com

TOTAL PACKAGE COST: \$10,975 (Total package value: up to \$20,000!)

- Package can be customized to feature ads in a mix of the above publications if desired
- Package contents to be used by Dec. 31, 2008

CONSIDER THE PHENOMENAL DISTRIBUTION! Reach more than 100,000 potential customers!

- 25,048 primary readers of *Foodservice and Hospitality* magazine plus 4.2 readers per copy
- 10,100 primary readers of *Hotelier* magazine plus 4.2 readers per copy
- 10,000 Electronic Newsletter recipients
- Unlimited — and ongoing — exposure through four leading industry websites:
www.foodserviceworld.com
<http://foodservice.hotims.com>
www.hoteliermagazine.com
<http://hotelier.hotims.com>



FOODSERVICE
and **Hospitality**

HOTELIER

Call for more details on the Product Launch Package.

For more information contact your *Foodservice and Hospitality* account manager. In Canada, call 416-447-0888 or e-mail info@foodservice.ca; in the U.S., contact Wendy Gilchrist at 978-689-0230 or e-mail wgilchri@ix.netcom.com.