

Expand Your NRA Show[®] Exposure

SHOW Daily

Presented by: **FoodManagement** **R**ESTAURANT HOSPITALITY

The SHOW DAILY Advantage

- Guaranteed three-day distribution to 50+ Show-affiliated hotels, including in-room delivery
- Prominent distribution on NRA Show floor
- Only source of NRA show news "as it happens" for the past 25+ years
- Relevant editorial from the respected editors of RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines
- **Plus . . .** Value-added extras to enhance brand exposure and drive sales:
 - Pre-show exposure in RESTAURANT HOSPITALITY and FOOD MANAGEMENT'S eNewsletters reaching 57,000+ commercial and noncommercial buyers to help drive traffic to your website
 - Post-show product coverage within RESTAURANT HOSPITALITY and FOOD MANAGEMENT magazines reaching more than 149,900 commercial and noncommercial buyers
 - Digital issues of the Show Daily on the web sites of RESTAURANT HOSPITALITY and FOOD MANAGEMENT provide additional post-show ad exposure



Exclusive All Show Daily advertisers earn a reduced rate for an in-person product interview captured on video during the NRA Show

- These videos and digital Show Dailies are then made available on the Restaurant Hospitality and Food Management web sites
- Post show exposure gives your message extended reach far beyond the NRA Show

Every full-page advertiser in the NRA SHOW DAILY qualifies for a 500-word company profile and daily product releases!

- [Click here to view a 2010 NRA Show Daily Issue](#) 
- See the last page for 2011 NRA Show Daily Rates and Mechanical Specifications

Video

NRA SHOW VIDEO PRODUCT INTERVIEWS



[Click here to view 2010 NRA Show Videos](#) 

INTERVIEWS AT THE NATIONAL RESTAURANT SHOW®

Video is one of the fastest growing forms of business communication— combining sight, sound and motion to deliver an impactful message

This video program captures the excitement and information generated at the National Restaurant Show. The leading executives from companies exhibiting at the show can be interviewed and prompted to share information on their new products, industry alliances, environmental programs or whatever type of information they need to communicate to their client base. You can choose from interview-style video (conducted by Mike Sanson, Editor-in-Chief of Restaurant Hospitality) or a product demonstration video (presented by a representative from your company)

Upon completion of all interviews, each interview is edited and organized for viewing from the Restaurant Hospitality, Food Management and Nation's Restaurant News Web sites. Final video length will be 3-5 minutes. We will provide you a copy (both CD and digital) of your video for your own use. A promotional program consisting of eBlasts and homepage ads heighten industry interest and attention to motivate visitors to view the executive interviews.

Where: Our video crew will come to your booth at the 2011 NRA Show at McCormick Place in Chicago

When: During the 2011 NRA Show

Video Length: 3-5 Minutes

Investment:

Interview-Style Video

Show Daily Advertiser \$4,200 (Net)

Non-Show Daily Advertiser \$4,800 (Net)

Product Demonstration Video \$2,300 (Net)



Promote Your Brand With Video

Contact your regional director or Lynne McLaughlin at (216) 931-9461, fax (913) 514-6738 or email lynne.mclaughlin@penton.com.

Yes, I am interested in video interviews at the NRA Show

Company/Agency Name/Exhibitor: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Print Name: _____ Signature/Date: _____

FOR MORE INFORMATION
ON THE NRA SHOW
DAILY OR VIDEO:

General Manager
David Brodowski
dave.brodowski@penton.com
216.931.9373

West
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Southeast/Texas
Jeff Christerson
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404.376.7400

NRA 2011 Show Daily Information

May 21-23, 2011

Rates (Gross)

4-Color Space	Page		Spread	
	SHOW DAILY Only Advertiser	RESTAURANT HOSPITALITY/ FOOD MANAGEMENT Advertiser	SHOW DAILY Only Advertiser	RESTAURANT HOSPITALITY/ FOOD MANAGEMENT Advertiser
Tabloid Page	\$11,720	\$10,899	\$15,590	\$14,499
1/2 Tabloid Page	\$ 6,799	\$ 6,325	\$ 9,375	\$ 8,720
Junior Page	\$ 7,275	\$ 6,765	\$10,030	\$ 9,330
1/2 Junior Page	\$ 5,455	\$ 5,075	NA	NA
1/3 Junior Page	\$ 3,875	\$ 3,605	NA	NA
1/4 Junior Page	\$ 3,085	\$ 2,870	NA	NA
1/4 Tabloid Page Ad Grouping (4 per Page)	\$ 2,745	\$ 2,550	NA	NA
Supplied Inserts				
2 Page	\$ 7,565	\$ 7,035	NA	NA
4 Page	\$11,730	\$10,910	NA	NA
BRC (6" x 4 1/4")	\$ 4,080	\$ 3,795	NA	NA

Mechanical Costs (Per Day):

Bind-In (Per Day)	\$1,000 Net
Tip-In (Per Day)	\$1,400 Net

Closing Dates:

Space: March 11, 2011 Materials: April 4, 2011

Additional Mechanical Specs:

- Keep live matter 3/8" from gutter and trim edges; face, foot, head trim: 1/8"
- Column width: page is five columns wide, each column is 1-7/8" (11 picas) wide
- Printing process and binding method: web offset, saddle stitch
- Color proof: SWOP approved color proof

Send Insertion Orders and Color Proof to:

Denise M. Walde, Sr. Production Mgr.
 Penton Media, Inc.
 9800 Metcalf Ave.
 Overland Park, KS 66212 USA
 Phone: (913) 967-1696; Fax: (913) 514-3815
 Email: denise.walde@penton.com

Dimensions for Display Ad Sizes:

Magazine Trim Size:	10-7/8" x 15"
Space Unit:	Width Depth
Tabloid Spread (Bleed)	22" x 15-1/4"
Tabloid Spread (Non-Bleed)	20" x 14"
Tabloid Page (Bleed)	11-1/8" x 15-1/4"
Tabloid Page (Non-Bleed)	10" x 14"
1/2 Tabloid Page (Bleed)	11-1/8" x 7-5/8"
1/2 Tabloid Page (Non-Bleed)	10" x 7"
Junior Page	8" x 11"
1/2 Horizontal Junior Page	7" x 4-7/8"
1/2 Island Junior Page	4-1/2" x 7-1/2"
1/3 Vertical Junior Page	2-1/8" x 10"
1/3 Square Junior Page	4-1/2" x 4-7/8"
1/4 Page Junior Page	3-3/8" x 4-7/8"

Shipping Instructions:

Send Show Daily Digital Files to:
www.PentonDigitalAds.com

Reserve Space Now!

Contact your regional director or Lynne McLaughlin at (216) 931-9461, fax (913) 514-6738 or email lynne.mclaughlin@penton.com.

Yes, I want my ad to appear in the NRA SHOW DAILY.
 Ad Size: Shape: _____ Color/B&W: _____

Repeat my ad from last year Materials Attached

Company/Agency Name/Exhibitor: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Print Name: _____ Signature/Date: _____