

# fare<sup>®</sup>

Fresh Ideas for Foodservice at Retail

Put your sales message right into the hands of one of the fastest growing segments of the foodservice industry—food for the on-the-go consumer—with *Fare* magazine.

Health, convenience, cost, time, variety and nutrition are the driving forces behind consumers' decisions for their meals. With so many options, foodservice retailers need to stay competitive to satisfy their consumers' demands.

*Fare* magazine provides foodservice retailers with right-time information including supply-chain solutions, new products and technology, food preparation, packaging and much more.

And, *Fare* magazine's multi-channel approach includes convenience stores, truckstops/travel centers, mass stores, grocery/supermarkets, drug stores, and college/university dining c-stores to capture answers to some of the most unique and challenging questions.

Reach 30,000 key decision-makers within this \$60 billion dollar segment—foodservice retailers, buyers, category managers via *Fare's* classified advertising—a cost-effective solution for marketing your products and services.

**Place your ad today by calling Brenda Sizemore at (706) 625-8526 or by e-mail at bsizemore@cspnet.com**

**Send materials to:**  
 Production Dept. - Fare Magazine  
 1100 Jorie Blvd. Suite 260  
 Oak Brook, IL 60523  
 Phone: (630) 574-5075  
 production@cspnet.com

## 2012 CALENDAR

Issue	Space Close	Material Due
March	Feb. 8	Feb. 14
June	May 10	May 15
October	Sept. 5	Sept. 10

## IF SUBMITTING AN AD VIA E-MAIL:

We can accept the file as a high-res PDF or as an Illustrator EPS file:

If sent as a high res PDF:

- Images must be CMYK or grayscale
- 300 dpi
- Text and line art should be 1200 dpi minimum

If sent as an Illustrator EPS file:

- Images must be embedded at 100% of size
- CMYK color
- Format at 300 dpi
- All type should be converted to outlines

File should be e-mailed to **production@cspnet.com**. A proof of the ad should be faxed to the Production Department at (630) 574-5175.

## IF SUBMITTING AN AD DIGITALLY ON CD:

Please follow the *Fare* Digital Ad Guidelines

Mail your CD to:

Production Dept.  
*Fare* Magazine  
 1100 Jorie Blvd. Suite 260  
 Oak Brook, IL 60523  
 Phone: (630) 574-5075

## CLASSIFIED ADVERTISING IS IDEAL FOR:

- Advertising your product
- Employment opportunities
- Franchise opportunities
- Marketing your services
- New or used equipment
- Financing

### ONE COLUMN

← 2.292" →

1X	3X	6X	10X	14X
\$171	\$157	\$147	\$140	\$133

(PRICES ARE PER COLUMN INCH)

### NUMBER OF COLUMNS (WIDTH)

Your ad must be 1, 2 or 3 columns wide. Use picture at left to determine width.

### TWO COLUMN

← 4.771" →

### NUMBER OF INCHES (HEIGHT)

Height of your ad must be in half or whole inches only, ranging from 1"-9"

### THREE COLUMN

← 7.25" →