

April Special Issue, Show Guide, Triples Your Circulation.

NORTHWEST FOODSERVICE SHOW GUIDE

Show Guide: Triple Exposure

The April *Show Guide* issue is a co-publication of the Washington Restaurant Association and the Oregon Restaurant & Lodging Association. Your regular *Washington Restaurant Magazine* and *Main Ingredient* ad message is circulated to **22,000+** Washington & Oregon restaurant owner-operators and other food and beverage decision-makers each month, with total monthly readership of more than **47,000+**. Your April *Show Guide* ad message will additionally be placed in the hands of more than **5,000** foodservice professionals on hand at the 2012 Northwest Foodservice Show.

About The Northwest Foodservice Show

Produced by the Washington Restaurant Association and the Oregon Restaurant & Lodging Association, the Northwest Foodservice Show will feature more than 400 exhibit booths, a chef demonstration stage, showcases for new products, beer wine and spirits Tasting Pavillions and more, and is expected to draw more than 5,000 attendees. This special *Show Guide* issue is made available to every attendee at the door.

Earn Up To A 10% Discount With A March, April, May Ad Campaign

Advertise in the April *Show Guide* issue and gain discounts on ads run in March and May. The more you advertise, the greater your discount. Applies to same ad running in all issues. For example, if you purchase an April ad, your additional **single** insertion in either the March **or** May issue is discounted 5 percent! Or, if you purchase an April ad, your additional **multiple** insertions in both of the March **and** May issues are discounted 10 percent each!

Reserve Your Space Now!



Call Lea Ennis at the Oregon Restaurant & Lodging Association, for full details:
503.682.4422

Deadlines - Ad Space Reservations:

March 1, 2012

Materials due:

March 8, 2012

Ad Sizes	Dimensions (Width x Depth)	WRA/ORLA Member	Non-Member**
Full page*	7 1/2" x 10"	\$1,965	\$2,360
3/4 page	7 1/2" x 7 3/8"	\$1,685	\$2,022
2/3 page horizontal	7 1/2" x 6 7/16"	\$1,585	\$1,900
2/3 page vertical	4 15/16" x 10"	\$1,585	\$1,900
1/2 page horizontal	7 1/2" x 4 3/4"	\$1,315	\$1,580
1/2 page vertical	3 1/2" x 10"	\$1,315	\$1,580
1/3 page horizontal	7 1/2" x 3 1/16"	\$1,045	\$1,255
1/3 page vertical	2 1/3" x 10"	\$1,045	\$1,255
1/4 page	3 1/2" x 4 1/2"	\$925	\$1,110
Premium Positions			
Inside Front Cover*		\$2,455	\$2,946
First Inside Right Page*		\$2,355	\$2,825
Inside Back Cover*		\$2,230	\$2,675
Outside Back Cover*		\$2,600	\$3,120
Center Spread*		\$4,905	\$5,885
Inside Spread*		\$4,415	\$5,300

All advertising rates are net, not including agency commission.

*Full Page Bleed 8 3/4" x 11 1/4" - Trim Size 8 1/2" x 11" (Back Cover is Bleed Only). Spread Ads should be built as two separate full bleed ads so each extends 1/8" beyond document size, or 8 3/4" x 11 1/4".

** Not a WRA or ORLA Member? Ask us how you can save hundreds of dollars!

Want information on exhibiting? Call Northwest Foodservice Show at 800.645.7350 or visit nwfoodserviceshow.com.