



Advertising Opportunities

Online • In print
Cost effective • Targeted
Reach new customers
Control your message
Measure your results

*Urner Barry is the industry leader in
Market Pricing and News services with
over 150 years of industry experience*

URNER BARRY'S Reporter

Description: The newsmagazine for the food industry professional. Packed with efficient and informative articles designed to be quick reads that can be easily archived and referred to time and time again.

Primary Readership Profile: Targeted group of retail, wholesale, and foodservice buyers with over 12,000 copies in circulation per issue.

Frequency of publication: 4x per year.

Method of distribution: Mail, tradeshow distribution, Web site.

Advertising opportunities:

- Back cover, inside cover, full page, etc.

(Please see rate card for additional sizes).

- Forum for new products.



Editorial Schedule

Vol. 7 Issue 1 - Winter 2012

Ad deadline: November 11, 2011

Bonus distribution: National Fisheries Institute, International Poultry Exposition, NPFDA Showcase, National Turkey Federation, National Meat Association, Annual Meat Conference

Vol. 7 Issue 2 - Spring 2012

Ad deadline: February 10, 2012

Bonus Distribution: International Boston Seafood Show, Midwest Poultry, NAMP Management Conference, National Restaurant Association, Urner Barry's Executive Conference

Vol. 7 Issue 3 - Summer 2012

Ad deadline: May 11, 2012

Bonus distribution: USA Poultry & Egg Export Council, National Chicken Council, Annual Market Outlook Issue

Vol. 7 Issue 4 - Fall 2012

Ad deadline: August 10, 2012

Bonus distribution: NAMP Annual Convention, CAB Specialists, Meat Importers Council of America, Global Aquaculture Alliance, International Aquaculture Forum



Description: COMTELL® is the source for market news, commentary, price quotations, and historical pricing data for the poultry, egg, red meat, and seafood industries.

Primary Readership Profile: The users of this service are the large volume buyers and sellers in the industry. The venue of targeted subscribers on our site provides advertisers with an arena to convey their message to a highly responsive group of qualified people every minute of the day. COMTELL® users spend more time on this Web site than any other protein trade site.

Frequency of publication: Continual.

Method of distribution: Web site.

Advertising opportunities:

- Specific placement banner ads.
- Industry news banner ads.
- Classified ads.

Ad Sizes in Pixels	
750 x 70 Home page only	160 x 600 Vertical



Description: Foodmarket.com supplies up-to-the minute breaking news and market information for the egg, red meat, and poultry industries.

Primary Readership Profile: Brokers, traders, sellers, allied industries, producers, retailers, foodservice buyers and distributors rely on Foodmarket.com for news at their fingertips.

Frequency of publication: Daily, 5x per week.

Method of distribution: E-mail, Web site.

Advertising opportunities:

- Premium ads on free News in a Nutshell e-mail.
- Rotating story ads (both horizontal and vertical).
- Banner ad on Weekly Insiders for Red Meat and Poultry e-mails.
- Classified ads.

Description: Up-to-the-minute seafood industry news service. The new features and layout make Seafoodnews.com easier to use and expanded coverage gives our readers the most current breaking stories and market information.

Primary Readership Profile: Place your ad here to reach the broadest and most extensive group of seafood producers, sellers, importers, brokers, traders, distributors, buyers, foodservice and retail executives, restaurant owners, and chefs.

Frequency of publication: Daily, 5x per week.

Method of distribution: E-mail, Web site.

Advertising opportunities:

- Premium ads on News Summary e-mail.
- Rotating story ads (both horizontal and vertical).
- Classified ads.

AD PACKAGE	Method of Distribution		Ad Size in Pixels	
	Web site	E-mail	468 x 60 Horizontal	160 x 600 Vertical
News in a Nutshell	✓	✓	✓	
Weekly Insider's Red Meat Report	✓		✓	✓
Rotating Story Ad	✓		✓	✓

Ad Package	Method of Distribution		Ad Sizes Available (pixels)			Co. Write-up
	Web site	E-mail	468 x 60 Horizontal	160 x 600 Vertical	170 x 130 Headline	
News Summary Ad	✓	✓	✓	✓	✓	
Consumer Page	✓					✓
Headline Ad		✓			✓	
Rotating Story Ad	✓		✓	✓		



Description: Seafood.com is the leader in all things seafood. Reel in the benefits of Seafood.com's #1 Google search ranking under the keyword "seafood." Both subscribers and non-subscribers have full exposure to your company's message and products.

Primary Readership Profile: Advertise directly to consumers by placing an ad on our consumer page.

Frequency of publication: Continual.

Method of distribution: Web site.

Advertising opportunities: HTML section including description and pictures of products.

URNER BARRY'S Market Video



Description:

Featured on COMTELL® and Foodmarket.com, *Urner Barry's Market Video* includes market information in the poultry, egg, red meat & seafood industries. Included in our Friday report is a special segment for the foodservice industry, created as a companion to our *HRI Buyer's Guide*.

Frequency of publication: Daily.

Method of distribution: Web sites.

Advertising opportunities:

- Feature 'popup' mention at start of video.
- Full feature advertisement at conclusion.

Publications

URNER BARRY'S YELLOW SHEET

Description: *Urner Barry's Yellow Sheet* has long been recognized as the industry standard for timely and unbiased red meat price quotes that help you quickly pinpoint the very latest trading levels for beef, pork, lamb, veal, and meat by-products.

Frequency of publication: Daily, 5x per week.

URNER BARRY'S Price-Current

Description: *Urner Barry's Price-Current* is our market price report serving the poultry and egg industries. We track chicken, chicken parts, turkey, turkey parts, butter, and table grade eggs, frozen, liquid and dry products.

Frequency of publication: Daily, 5x per week.

URNER BARRY'S Seafood PRICE CURRENT

Description: *Urner Barry's Seafood Price-Current* is the world's source for the United States seafood market information. The *Seafood Price-Current* provides complete market price reports on shrimp, salmon, lobster tails, fish blocks, and fresh and frozen fillets. **Frequency of publication:** 2x per week.

Primary Readership Profile: Both large and small volume buyers and sellers of red meat, poultry, egg, and seafood products.

Method of distribution: E-mail, fax, COMTELL®.

Advertising opportunities: Display ad • Classified • Insertions

Mechanical Data: Ads are available only in one column format. One column measures 3 1/8". Some depth restrictions may apply depending on space availability. A limited number of standard spot colors are available.

Market Update E-mails



Description: Daily e-mail update for each commodity: seafood, poultry & egg, and red meat. The Market Update e-mail is an excellent complement to our customers' COMTELL® or publication service.

Primary Readership Profile: Email subscription subscribers, large and small volume buyers and suppliers in the industry. Target a message to our readers with this daily newsletter!

Frequency of publication: Daily, 5x per week.

Method of distribution: E-mail.

Advertising opportunities: HTML vertical ad

Urner Barry • P.O. Box 389, Toms River, NJ 08754-0389
1-800-932-0617 • Tel. 732-240-5330 • www.urnerbarry.com