

Central Restaurant Products Cooperative Package Insert

80,000

\$120.00/M

Cost per thousand includes both Print and Distribution

Central Restaurant Products, a leader in providing high end culinary supplies, appliances, and equipment to restaurant owners and institutional food service professionals, is allowing selected non-competitive advertising partners to place their advertisement on a cooperative insert that is included in out-going customer order shipments.

A maximum of 6 advertisers will be included on the insert and each will be granted exclusivity in their product or service category.

This program reaches an audience looking for very specialized products and services at a cost that is lower than stand alone direct mail or trade magazine advertising.

Ad Space: Inquire Live Area Size: Inquire

Multiple Ad Space available: 10% discount per additional space taken.

Ad Space will be part of an 6 panel tri-folded insert, printed full color, two sides

2009 Projected Schedule:

Late 4th Quarter: 10,000 Creative Due: 10/1/09

2010 Projected Schedule:

1th Quarter: 20,000 Creative Due: 12/1/10
 2nd Quarter: 20,000 Creative Due: 3/1/10
 3rd Quarter: 20,000 Creative Due: 8/1/10

UNIT OF SALE

Not Available

Business Type

Owner 75 %
 Institutional 25 %
 (Selectivity no offered)

SOURCE

House Database
 SEM
 Trade Print Ads

MINIMUM ORDER

20,000
 (quarterly quantity)

CONTACT

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