



**A FANTASTIC MARKETING OPPORTUNITY THANKS TO:
IFSEA'S UNEQUALED ACCESS TO MILITARY PURCHASERS
AMERICA'S MOST DIVERSE MEMBERSHIP NICE PEOPLE
REASONABLE RATES – 4,000 DISTRIBUTION**

HOTLINE MAGAZINE is the official publication of the International Food Service Executives Association (IFSEA), the first (1901) and most diversified food service association in the U.S.A. Some 4000 key executive members, students and affiliate members read **HOTLINE** in over 90 branches, 25 states, and 5 countries including the U.S., Guam, Canada, Japan, Korea, Taiwan, and military food service worldwide.

Members hold prominent position in many of the world's largest or best known food service companies and facilities, in every segment of the industry.

HOTLINE FORMAT

Short and sweet – to the point – no filler! We give the food service executives the “big picture” of each food service segment – condensed – at a glance – timely, fast paced, with highlights by leading food service contributing editors!

No long articles or personality profiles, or long editorials, or page after page of ads. Content is interesting, easy to see and read, and built around our ads. Very advertiser friendly, with frequent editorization of advertisers and partners.

BLACK AND WHITE REQUIREMENT:

Camera-ready, fully completed original artwork, reproduction proofs or photographs of same, required for black and white ads.

FOUR COLOR:

Final film, negatives, hard dot, right-reading emulsion down, must be accompanied by one progressive proof.

MECHANICAL REQUIREMENTS:

SIZE	WIDTH × HEIGHT
Full Page	8 3/8 × 11"
1/2 Horizontal	7 7/8 × 5"
1/2 Island	3 7/8 × 10 1/4"
1/4 Horizontal	7 7/8 × 2 1/2"
1/4 Island	3 7/8 × 5 1/8"

We accept electronic ad submissions in the following program file formats:

- Quark xpress 5.0
- Adobe PhotoShop tiff format
- Adobe Illustrator
- Hi-res (300 dpi) pdf

We are unable to accept COREL files or Microsoft Works files. When creating lines in your files, do not use the line thickness (weight) called “hairline”. If you are going to send us scanned images, they must be scanned in 300 dpi (dots per inch) or higher for color and grayscale and 800 dpi or higher for line art. Fonts: include both screen and printer fonts with your submission. we cannot accept TrueType fonts. Fonts must be Postscript or Type 1.

ADVERTISING RATES

SIZE	B/W	FOUR-COLOR*
Full	\$1000	\$1400
Double	1600	2300
1/2 Page	700	900
1/4 Page	300	400
1/16	75	n/a

* 15% discount for 3 insertions 1 × payment.

ADVERTISING POLICY:

HOTLINE assumes no liability for advertisers and their agencies, for ads appearing in **HOTLINE**, including representations, copy or illustrations. As consideration for **HOTLINE** acceptance of the ads, advertisers and their agencies will indemnify **HOTLINE**, the IFSEA, and its affiliates, from all claims arising against advertisers and their agencies, because of such ads.

HOTLINE placement at full discretion of editors.

SHIPPING FOR MATERIALS:

Send all disks, proofs, negatives, color separations, and copy instructions to:

Anna Jelstrom

kavhandco@mindspring.com

1448 SW 16th Terrace, Ft. Lauderdale, FL 33312

FOR PLACEMENT OR INFORMATION:

Send all insertion orders to:

Dana Farley, Advertising Director

2779 Aero Park Drive, Traverse City, MI 49685-0968

(231) 946-3712 or (800) 327-7377 ext. 3309

(231) 946-9588 fax

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