

Website & Email Newsletter

Advertising and Sponsorship Opportunities



THE  **GriffinReport**
of Food Marketing

Winter/Spring 2011

THE GriffinReport

www.griffinreport.com

New product introductions, branding campaigns, category management, custom advertorials and lead generation – The Griffin Report Website will provide powerful online communications to integrate into your company's food industry trade marketing plans.

Advertising Opportunities:

Official Banner Ad Sponsorship

- Click-thru to your site/email
- Specs: 560 x 76 pixels
- \$900 net per week

Featured Business Sponsorship

- Click-thru to your site/email
- Specs: 230 x 270 pixels
- \$800 net per week

Tower Ads

- Click-thru to your site/email
- Specs: 160 x 320 pixels
- \$700 net per week

Classified Ads

- Click-thru to your site/email
- Maximum 300 Characters
- \$600 net per week

The screenshot shows the Griffin Report website interface with several callout boxes highlighting advertising opportunities:

- Banner Ad Sponsorship:** \$900
- Featured Business Sponsorship:** \$800
- Classified Ad Section:** \$600
- Tower Ads:** \$700

The website content includes a navigation menu (Home, About Us, Subscribe, Calendar & Events, Advertising, Photo Gallery), a sidebar with links to various services (Newspaper Subscription, Renewal, E-News, etc.), and a main content area with articles such as 'Food Industry Alliance Red Carpet Salute' and 'Guida's Milk Plant Expansion Continues'.

Average Monthly Traffic:

- 8,563 Visitors
- 32,557 Pageviews

Average Time on Site:

1 min 40 sec

Questions:

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THE GriffinE-News

Weekly Email Newsletter

New product introductions, branding campaigns, category management, custom advertorials and lead generation – Griffin E-News will provide powerful online communications to integrate into your company's food industry trade marketing plans.

Advertising Opportunities:

Leaderboard Ad

- Click-thru to your site/email
- Specs: 728 x 90 pixels
- \$1200 net per week

Tower Ads

- Click-thru to your site/email
- Specs: 120 x 240 pixels
- \$800 - \$900 net per week

Alternative uses: New product highlights, New store openings, Special events, Space for lease, etc.

Classified Ads

- Click-thru to your site/email
- Maximum 300 Characters
- \$600 net per week

Readership Information:

- 17,000+ Subscribers
- Multi-Channel Industry Executives
- Delivered Every Tuesday A.M.

The screenshot shows the Griffin E-News website interface. At the top, the logo and 'Weekly Email Newsletter' are visible. A callout bubble points to a 'Leaderboard Ad' with a 'SOLD' stamp and a price of '\$1200'. Another callout bubble points to 'Tower Ads' with a price range of '\$800 - \$900'. A third callout bubble points to a 'Classified Ad Section' with a price of '\$600'. The website content includes a header for 'The Week of November 23, 2010', a main article for 'Bozzuto's Inc. Others Promise. We Deliver.' with a photo of three men and a 'Food Industry Alliance Red Carpet Salute' article. Below are sections for 'Classifieds' and 'Food Service Report' with various news items. On the right side, there are several vertical advertisements for 'SISTERS SALSA', 'greatwide LOGISTICS SERVICES', 'LATTE LOUNGE', and 'Post'.