



**FOOD
HUB**

2011 MEDIA KIT

www.food-hub.org • 503.467.0816 • standout@food-hub.org

*Limited placements
available, book early!*

A project of  ecotrust

STAND OUT ON FOODHUB!

Where food people connect and do business



FoodHub is an online directory and marketplace that makes it easy and efficient for regional food buyers and sellers to connect and do business.

Open only to businesses and organizations, not individual eaters, FoodHub is quickly becoming the go-to resource for...

BUYERS professional food buyers looking to localize their supply chain.

- "To source more products locally" is the #1 reason wholesale food buyers cite for joining FoodHub¹.
- 85% of buyers report becoming aware of suppliers they didn't know before because of FoodHub.
- Of those who learned of new suppliers, most report an average of three new connections.

SELLERS farmers, ranchers, fishermen, dairies and specialty foods producers exploring new production methods, ingredients, crop varieties, breeds, and distribution systems.

DISTRIBUTORS from the big and broad to the small and specialized.

ASSOCIATES the food and ag industry suppliers, trade associations, farmers' markets and media who spread ideas and innovations.

The National Restaurant Association's top trends of 2011:

1. Locally sourced meats and seafood
2. Locally grown produce

FoodHub membership has quadrupled in the first half of 2011



FAST COMPANY

TOP 10 MOST INNOVATIVE COMPANIES IN FOOD

¹ All data from FoodHub Member Survey fielded November 2010.



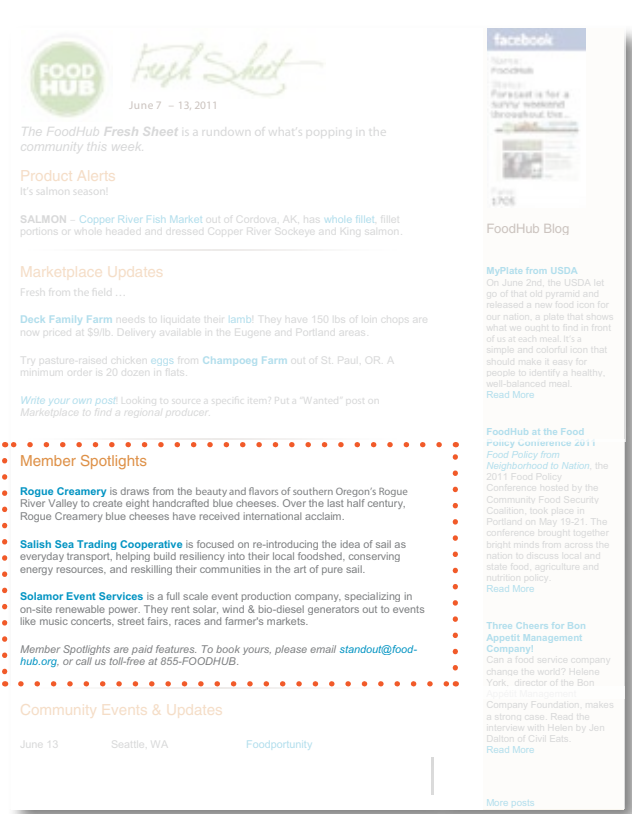
STEP INTO THE SPOTLIGHT

Get found fast with Member Spotlights

Member Spotlights include TWO high-visibility placements in a week for maximum impact.

MY FOODHUB All FoodHub Members land on their My FoodHub page every time they log in. Your spotlight will stay up all week.

FOODHUB FRESH SHEET Emailed weekly to buyers, sellers and distributors.



SPECS & PRICING

- Buyer-focused **\$24.99**
- Seller-focused **\$24.99**
- All **\$44.99**

Submit a booking request online at www.food-hub.org/advertise or by calling 855-FOODHUB!



DISPLAY ADS

Build your brand using your own look and feel



Display Advertising is open to FoodHub Members and non-Members alike! Use your own graphics and design to build brand awareness and recognition. Click-thrus can be directed to either your FoodHub profile or your own website.

INDIVIDUAL PLACEMENTS Book individual ads on FoodHub's highest trafficked pages for a month at a time, or book three months at once for best rates.

PAGE	FORMAT	PLACEMENT
My FoodHub	Leaderboard	Mid-page
Marketplace - Product tab	Leaderboard	Inserted into listings
Marketplace - Transport tab	Leaderboard	Inserted into listings
Marketplace - Services tab	Leaderboard	Inserted into listings
Marketplace - Events tab	Leaderboard	Inserted into listings
Member Directory	Leaderboard	Inserted into listings
Member Directory	Rectangle	Right column
Search Results	Leaderboard	Inserted into listings
Search Results	Rectangle	Right column

AD SPECS

Rectangles: 120 x 60

Leaderboards (except Marketplace): 676 x 90

Marketplace leaderboard: 460 x 90

SPECS & PRICING

	1-MONTH	3-MONTHS
Indiv. placements	\$85/ad	\$75/ad
Run-of-Site	\$50/pkg	\$35/pkg

RUN-OF-SITE (ROS) PLACEMENTS Run-of-site placements are packages of three ads that could appear in any of the hundreds of FoodHub pages not specifically listed above. Any unsold space will be filled with ROS ads so there is potential for bonus placements in any month. Possible pages include: About, Blog, FAQ, How It Works, Press, The Team, Upcoming Events, Marketplace – single post view or Message Center – single message view.

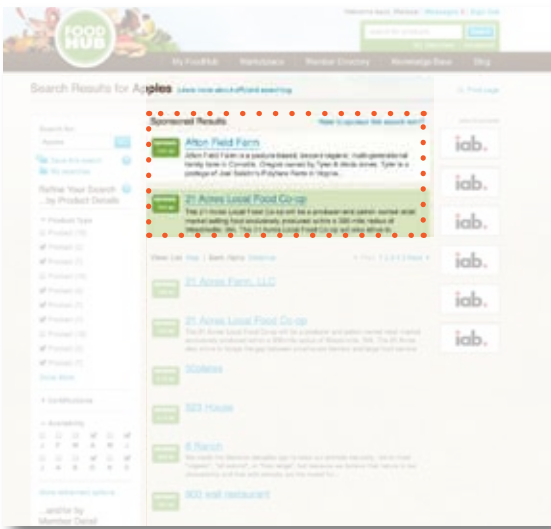
** Ads can be targeted to a buyer-focused or seller-focused audience, or to all.*

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SPONSOR KEYWORD SEARCH

Come out on top when the list is long



Buyers search for products on FoodHub when they're ready to buy or book contracts. Sellers and distributors run searches to find potential partners. Ensure that your profile shows up in the top three results on searches for your product by buying the keyword search term!

- Show up in the top 3 results
- Buy the category (apple) and show up in every variety search (gala, braeburn, etc.)
- Advantage and All-Access Members are highlighted in color
- Links to your FoodHub profile

Keywords are available to sponsor in all of the following categories:

- Baked Goods
- Beverages
- Condiment/Dressings/Sauces
- Dairy
- Fruit
- Grain & Beans
- Herbs & Spices
- Meat
- Nuts & Seeds
- Poultry
- Seafood
- Specialty
- Vegetables
- Eggs

SPECS & PRICING

Product keywords **\$4.99/term/wk**
includes all varieties

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SPONSORED CONTENT

Help build the local food resource library



Demonstrate your leadership in the local food movement! FoodHub is building a repository of documents, videos and other resources related to local food. Designed to support local food professionals of all kinds, your sponsorship funds the research and acquisition of tools and resources to build this library.

One category and two content sponsorships are available for each section. The Category Supporter includes your logo and link to your website. The Content Supporter includes your business name and link to your website. Sponsorships run for three months and start in January, April, July and October of each year.

AVAILABLE SECTIONS

- Buy Local
- For Sellers
- Food Safety
- Farm to School
- Farm to Hospital

SPECS & PRICING

Category Supporter **\$1,500/term**

Content Supporter **\$250/term**

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UPGRADE YOUR MEMBERSHIP

Advantage and All-Access Members get a 10% discount on ALL promotional bookings.

BEST VALUE!

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FastStart Advantage All-Access

Create a profile to tell your story!	FREE	\$14.99/mo	\$129/yr
Describe your business or organization, including production-capacity, distribution methods, delivery area, certifications, associations and more!	✓	✓	✓
Add products you sell and specify varieties, seasonality and certifications	✓	✓	✓
Show ratings and recommendations from other FoodHub Members	✓	✓	✓
Add multiple photos in a clickable gallery		✓	✓
Upload documents (great for providing certification paperwork, recipes, price lists or brochures)		5	unlimited
Embed videos viewable right from your profile			✓
Provide up to three references, including contact information			✓
Collect email addresses to build your own mailing list			✓
Appear in the FoodHub Member Directory			
Standard listing	✓		
Highlighted listing that helps you stand out from the crowd in the Member Directory, on Marketplace, and in search results		✓	✓
Use the FoodHub Marketplace			
Search, sort and filter posts - add your own or reply to others	✓	✓	✓
All of your posts highlighted in color on Marketplace		✓	✓
Create auto-recurring posts to stay top of mind, effortlessly			✓
Stand out on FoodHub with advertising and promotions			
10% Discount on ALL promotional ad buys		✓	✓
Beta-test multi-user access (optional)			
Advantage and All-Access Members will be invited to beta-test new multi-user functionality. Be the first to add multiple users under one account in exchange for giving feedback on bugs and performance.		✓	✓

Upgrade your FoodHub membership online: www.food-hub.org/upgrade.

Submit a booking request online at www.food-hub.org/advertise or by calling 855-FOODHUB!



ADVERTISING REQUEST FORM

Space is limited, act now.

To request advertising, please complete this form and send back. A representative will call you to confirm and process payment. To qualify for the 10% discount you must have an active Advantage or All-Access membership. Visit www.food-hub.org/upgrade to upgrade your membership.

Return completed form to: **FAX** (503) 222-1517 **EMAIL** standout@food-hub.org
MAIL Stand Out on FoodHub, 721 NW 9th Ave., Ste. 200, Portland, OR 97209

Contact Name _____
 Company _____
 Email _____ Phone (____) _____

MEMBER SPOTLIGHTS Check the boxes to select your preferred week(s) and audience(s).

		BUYER \$24.99/EA	SELLER \$24.99/EA	BOTH \$44.99
July	7/10-16			
	7/17-23			
	7/24-30			
August	7/31-8/6			
	8/7-13			
	8/14-20			
September	8/21-27			
	8/28-9/3			
	9/4-10			
October	9/11-17			
	9/18-24			
	9/25-10/1			
November	10/2-8			
	10/9-15			
	10/16-22			
December	10/23-29			
	10/30-11/5			
	11/6-12			
December	11/13-19			
	11/20-26			
	11/27-12/3			
December	12/4-10			
	12/11-17			
	12/18-24			
December	12/25-31			



DISPLAY ADVERTISING Check the boxes to select your preferred format and placement.

PAGE	FORMAT	PLACEMENT	1-MONTH \$85/AD	3-MONTH \$75/AD
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Search Results	Leaderboard	Inserted into listings		
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PAGE	FORMAT	PLACEMENT	\$50/PACKAGE	\$35/PACKAGE
RUN OF SITE	Rectangle	Varies		

SPONSORED SEARCH Write in your preferred keywords and check the boxes to select your preferred spotlight week(s).

		\$4.99/WK	\$4.99/WK	\$4.99/WK	\$4.99/WK
PRODUCT KEYWORDS:					
July	7/10-16				
	7/17-23				
	7/24-30				
August	7/31-8/6				
	8/7-13				
	8/14-20				
	8/21-27				
September	8/28-9/3				
	9/4-10				
	9/11-17				
	9/18-24				
	9/25-10/1				

SPONSORED CONTENT Check the box to select your preferred section(s) and sponsorship type(s).

CATEGORY	Q3 CATEGORY \$1,500	Q3 CONTENT \$250	Q4 CATEGORY \$1,500	Q4 CONTENT \$250
Buy Local				
For Sellers				
Farm to School	SOLD OUT		SOLD OUT	
Farm to Hospital	SOLD OUT		SOLD OUT	
Food Safety				

Questions? Please call 855-FOODHUB or email standout@food-hub.org.