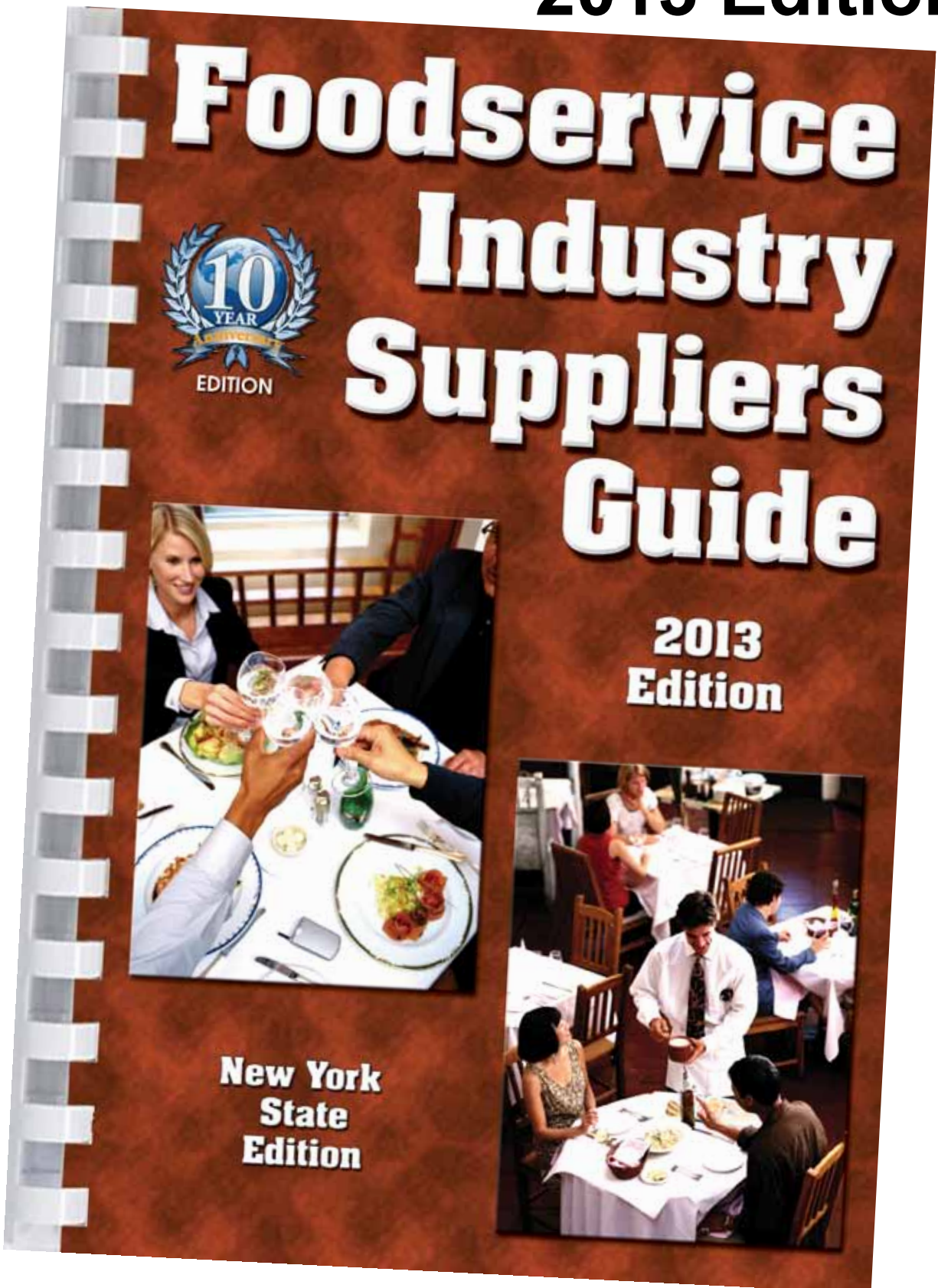
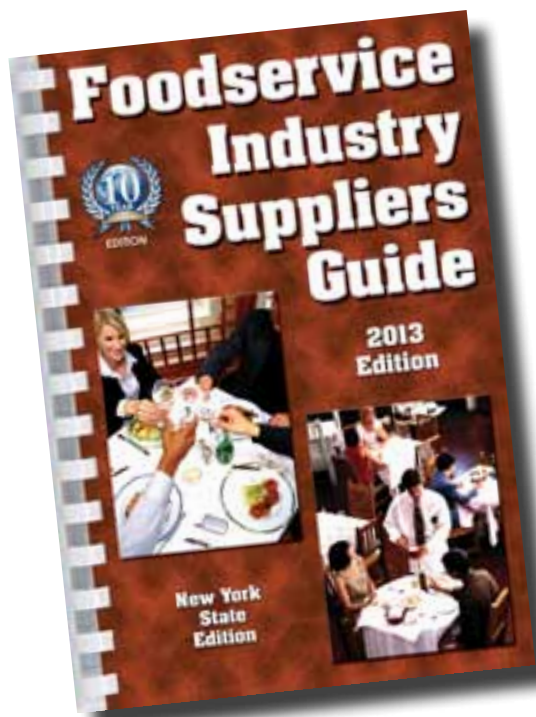


**Make Sure You Are Part of the  
2013 Edition!**



**Distributed to New York State's Top Restaurateurs**



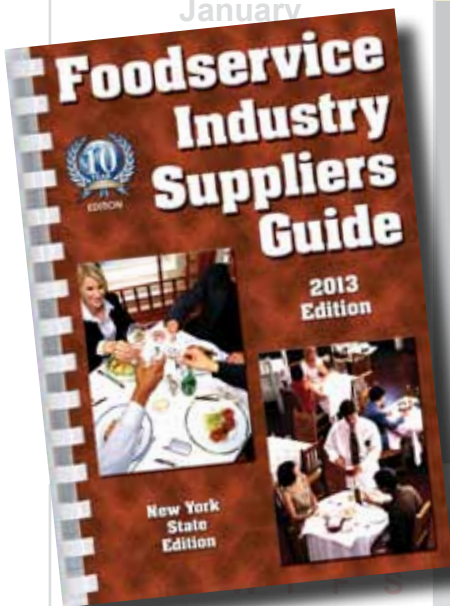
# UPGRADE the Restaurants YOU Do Business With!

Be Part of the New York State  
*Foodservice Industry Suppliers Guide*

---

- Distributed to the Region's **Largest**, Most Successful Restaurants.
  - They **Pay Their Bills on Time!**
  - They **Want** to Do Business with **Respected Suppliers!**
  - They **Use the Guide** to Find New Sources of Supply.
- 

**THE FOODSERVICE INDUSTRY SUPPLIERS GUIDE**  
**631-661-2727**



# The Benefits of Ad Frequency with Just One Ad!

365 Days of Exposure!

It's a fact. **Ad frequency sells.** Most people need to see or hear a message a minimum of three to ten times before it sinks in.

And unlike magazines and newspapers, the Foodservice Industry Suppliers Guide can offer the **benefits of ad frequency with only one ad.**

◆ The Foodservice Industry Suppliers Guide has a **shelf life of one year** compared with trade magazines and newspapers that are quickly thrown away.

◆ The Foodservice Industry Suppliers Guide is **referenced by industry executives several times a year** creating multiple opportunities for your message to be seen.

◆ The Foodservice Industry Suppliers Guide offers **maximum exposure** with a minimum number of insertions.

**THE FOODSERVICE INDUSTRY SUPPLIERS GUIDE**

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# FOODSERVICE INDUSTRY SUPPLIERS GUIDE

## Distributed to New York's Most Successful Foodservice Executives

*These Executives Manage Over 8,000 of the State's  
Finest Restaurants, Catering Facilities and Other  
Foodservice Establishments*

Your Company Must Be a Part of the  
**Foodservice Industry Suppliers Guide**

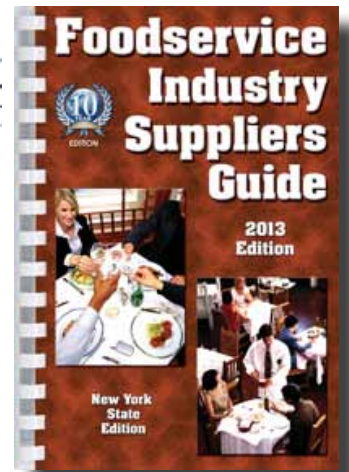
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# Foodservice Industry Suppliers Guide



P.O. Box 221 ♦ Brightwaters, NY 11718 ♦ 631-661-2727 ♦ Fax: 631-883-7360  
Deliveries: 191 Norma Ave, West Islip, NY 11795



## CIRCULATION:

### New York State Distribution:

**Thousands of online editions are downloaded via the internet from the Foodservice Guide website.**

Print Copy Distribution:

- 1) The state's **top 1000 restaurant and foodservice executives** receive the book via direct mail. These executives **operate more than 8000 establishments** in New York State.
- 2) Approximately **300 additional copies** are distributed by **Stevens Publishing Company staff** during the course of the year to new foodservices establishments and other interested parties.

**Hard copy distribution totals approximately 1300 each year with total viewership exceeded 3000.\***

**\* Hundreds of Executives download a digital copy of the Guide onto their personal computers while others use the web interface to view the Guide.**

**View the online edition now  
by logging into the website:**

**[www.spcnetwork.com/food](http://www.spcnetwork.com/food)**

# RATE CARD #10: 2013 EDITIONS

## Foodservice Industry Suppliers Guide: New York State 2013 Edition

Ad Size & Position.....Price

### Standard B&W Ads:

Full Page.....	\$1995
One-Half Page.....	\$1495
One-Quarter Page.....	\$995

### Special Positions:\*\*

Back Cover.....	\$7195
Inside Front Cover.....	\$6495
Inside Back Cover.....	\$4595
Page 1.....	\$4995
Tab Positions.....	\$2995***
Far Forward.....	\$2595

### Additional Charges:

Spot Color (each).....	\$295
Four-Color Process.....	\$1295*

- \* Production charges (if any), including separations, additional
- \*\* Includes one spot color free (required on position ads)
- \*\*\* Tab positions are the pages to the left and right of the actual tab page.  
Note: spot colors are red, blue, green and yellow

## SPACE RESERVATION FORM

Please reserve my space in following the NYS "Foodservice Industry Suppliers Guide". We will take (\_\_\_\_\_) page(s) in the 2013 edition. Check for \$\_\_\_\_\_ enclosed.

SIGNED: \_\_\_\_\_

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Please make checks payable to: "Stevens Publishing Company" and return to:  
P.O. Box 221, Brightwaters, NY 11718  
Phone: 631-661-2727 - Fax: 631-883-7360

# Foodservice Industry Suppliers Guide



STEVENS PUBLISHING COMPANY  
P.O. Box 221, Brightwaters, NY 11718

631-661-2727

[www.spcnetwork.com/food](http://www.spcnetwork.com/food)

# A Comprehensive Guide Listing All the Goods and Services Any Foodservice Establishment will Ever Need!

The Foodservice Industry Suppliers Guide is designed for executives and business owners responsible for buying the food, equipment and other services needed to run their restaurants and other foodservice establishments.

The Guide is sent to New York State's top restaurants, catering facilities and other foodservice operations in two separate editions: the New York City Regional edition and the Upstate New York edition.

The Guide's special "sectioned" approach makes it easy for busy foodservice industry executives to find the food, equipment, supplies and services necessary to run their businesses.

**All suppliers to the foodservice industry are urged to participate** in this comprehensive directory. If your company serves the foodservice trade, please ask for a Free Listing Form. You will be listed in as many sections as you feel appropriate. The Free Listing form is available on-line or by fax.

The FSI Suppliers Guide is published by Stevens Publishing Company, well-known for directories serving the Meat & Poultry Trade, the Restaurant and Catering Industries, the Architectural Trade and the Financial Planning Industry.

This is the TENTH ANNIVERSARY Edition!

Check out SPC on the Internet at:  
[www.spcnetwork.com](http://www.spcnetwork.com).

Please call NOW to become a part of this impressive Guide for the foodservice industry.

# LISTING FORM

# Foodservice Industry Suppliers Guide

## SELECT SECTIONS FOR YOUR LISTING:

### FOOD

- Meat & Poultry
- Seafood
- Organic & Natural Foods
- Produce
- Herbs, Spices, Additives, Oils
- Dairy: Milk, Cheese, Ice Cream
- Baked Goods
- Pasta, Sauce, Topping
- Soups & Sides
- Dry Goods
- Specialty Foods
- Desserts, Condiments
- Kosher
- Food Brokers

### BEVERAGES

- Beer, Wine & Liquor
- Coffee, Tea, Juices
- Soft Drinks, Water, Mixers

### PROFESSIONAL SERVICES

- Insurance
- Construction, Real Estate, Architects
- Attorneys & Accountants
- Media: Advertising, Marketing, Internet
- Consultants
- Graphics, Printing, Menus
- Financial Services & Planning
- Interior Design, Decorating
- Educational Services, Training
- Staffing, Payroll, Job Services
- Loss Prevention, Employee Checks

### EQUIPMENT & SUPPLIES

- Refrigeration
- Small Appliances
- Ovens, Smokers, Steamers
- Fire Controls, Locksmiths, Alarms
- Beverage Dispensing Systems
- Air Conditioning & Heating
- Audio/Visual
- Computers & Software: POS, Cash Registers, Inventory Control
- Silverware, Cutlery, Flatware
- Glassware & China
- Dinnerware
- Paper, Plastic, Consumables
- Cookware & Bakeware
- Furniture & Fixtures
- Limousine, Trucking, Delivery
- Equipment Repair
- Equipment Rental and Leasing
- Flowers & Florists
- Vending & Tobacco
- Containers, Racks, Storage, Labeling
- Credit Card, ATM & Cash Services
- Linen Products and Services
- Utilities: Gas, Electric, Fuel
- Clothing, Uniforms, Shoes, Gloves
- Pest Control, Exterminating

### OTHER:

- Garbage, Septic, Sanitation
- Plumbing Fixtures & Repair
- First Aid, Safety, Medical
- Lighting
- Cleaning & Washing
- Tabletop Accessories
- ( )
- ( )
- ( )

## PLEASE RESPOND NOW TO BE IN THE 2013 EDITIONS!

Thousands of foodservice industry executives will be reading the 2013 edition of **Foodservice Industry Suppliers Guide**. Make sure your company is listed. Return this form to have your company listed in this Annual Edition.

You can also fill out the on-line form at: [www.spcnetwork.com/food](http://www.spcnetwork.com/food)

### LISTING INFORMATION

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Products/Services Offered: \_\_\_\_\_

\_\_\_\_\_

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Would you like information on display advertising?  Yes

Please fax or return this form to:

### Foodservice Industry Suppliers Guide

Box 221, Brightwaters, NY 11718

**FAX: 631-883-7360**

You can also complete this form online:

[www.spcnetwork.com/food](http://www.spcnetwork.com/food)

**CALL NOW  
FOR BEST  
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