

**Make Sure You are Part of
the 2011 Edition**



**Distributed to the Top Packers
and Processors Throughout North America.
*Along With our Interactive On-Line Edition!***

WHO'S WHO IN MEAT

A Four-Step National Marketing Program Including Print, Electronic and Online Advertising. Plus Access to Key Meat Industry Prospects.

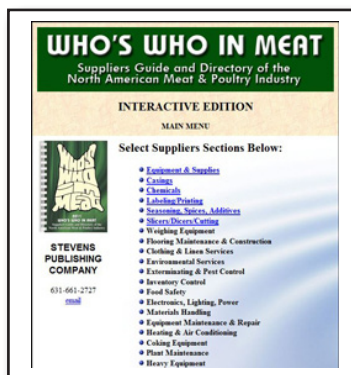


The *Who's Who in Meat* directory will be delivered to decision-making executives at the industry's top 1000 meat & poultry plants. That means **NO Wasted Circulation!**

Who's Who readers can afford the equipment, supplies and/or services your company offers. Plus, no other industry publication

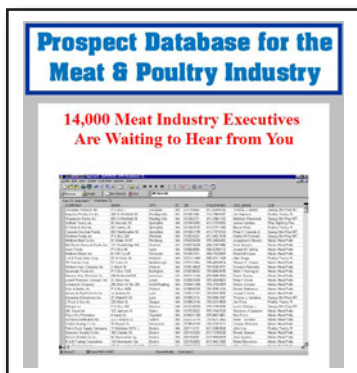
has the shelf life or ease of use that *Who's Who in Meat* has. **Buy ONE Ad -- Get TWELVE MONTHS of Impact.**

As the meat and poultry industry has consolidated, so has the importance of reaching the industry's true movers and shakers. No one knows this better than the editors and publishers of Who's Who.



The real challenge of marketing on the Internet is NOT getting your website on-line, it's **getting people to find and use your site.** The answer? Who's Who in Meat Online Interactive Edition. All the advertisers in the Who's Who print edition will have their ads appear on the online edition.

The online edition attracts hundreds of meat industry executives each week with direct links to your website. As these executives scan the online pages, they will be exposed to your Who's Who in Meat ad and **sooner or later, they'll click that mouse and go directly to your website.**



Let's face it: All the ads, promotions, trade shows or direct mail in the world won't get you the sale if you don't have the right contacts. That's where the *Who's Who in Meat* comprehensive database comes in. **All Who's Who In Meat advertisers will have access to a 14,000+ contact database of meat**

& poultry industry executives.

This database (available for download or on computer disk) contains key contact names, addresses, phone numbers and SIC codes for the industry's top companies. In addition, this database also contains company rankings based on total sales.

Virtually ALL of the listings include each company's CEO and other top Decision-Making Executives.



Who's Who in Meat -- And Your Ad -- will be available to anyone in the world.

Who's Who in Meat is also available as an electronic edition. Promoted on the Meat Industry News Service and at major tradeshow, the Electronic Edition will be available for download in

PDF format or CD-ROM.

The Electronic Edition increases the value of your marketing dollars by providing additional exposure to meat industry executives outside of the circulation of the print addition.

This new form of media will make Who's Who in Meat a **complete multimedia package designed to promote your company** everywhere.

**Make your impact with the right people in the right media!
Reserve your spot now**

Look VERY BIG for Very Little!

ONE ad in Who's Who is viewed dozens of times because industry executives use the book all year long.

Think about it...

- 1) It costs tens of thousands of dollars for 12 ad impressions in a magazine for a year;
- 2) It costs few thousand dollars for dozens of impressions in Who's Who.

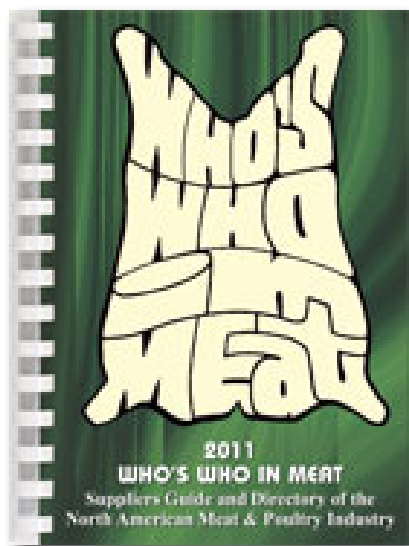
NOTE: A full color ad in Who's Who is \$3,290 per year! A full page ad in 12 issues of a magazine is "a lot". That's not to say running ads in the magazines is a bad decision, but dollar for dollar, Who's Who in Meat delivers ad impressions for a fraction of the cost per thousand.

Who's Who should be a part of your company's ad program for 2011!
Call or go online for further information:

631-661-2727

www.spcnetwork.com/ww

***One Ad in Who's Who Delivers
More Total Ad Impressions than 12 Ads in a Magazine!***



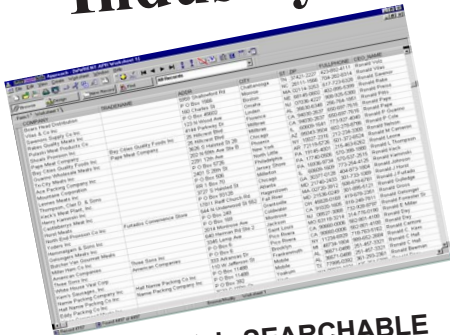
=



Free Data Base of Key Contacts:

Let's face it: All the ads, promotions, trade shows or direct mail in the world won't get you the sale if you don't have the right contacts. All Who's Who in Meat advertisers will receive the **Complete Meat & Poultry Industry Prospect Database FREE** as part of their advertising package! This list alone sells for \$599.00.

The Complete Meat & Poultry Industry Prospect Database



Reach Thousands of North America's Premier Packers & Processors!

This Comprehensive List Includes Over 12,000 of the Industry's Top Executives in Companies that Report Over \$1 Million in Revenues

Compiled by the Publisher & Editors of the Meat Industry News Service

This completely **SEARCHABLE** list includes:

- ◆ Contact Names and Titles for Each Company;
- ◆ Complete Mailing Address & Phone Number;
- ◆ Annual Sales;
- ◆ Line of Business, Including Up to Six SIC Codes & SIC Code Extensions

Easily Imports to Most Database and Contact Management Programs Such as ACT!, Goldmine, Excel & Lotus

Use the form below to order your copy by fax or mail now. For immediate orders, call 631-661-2727 (9-5 EST).
Order online right now at www.spcnetwork.com/meatlist

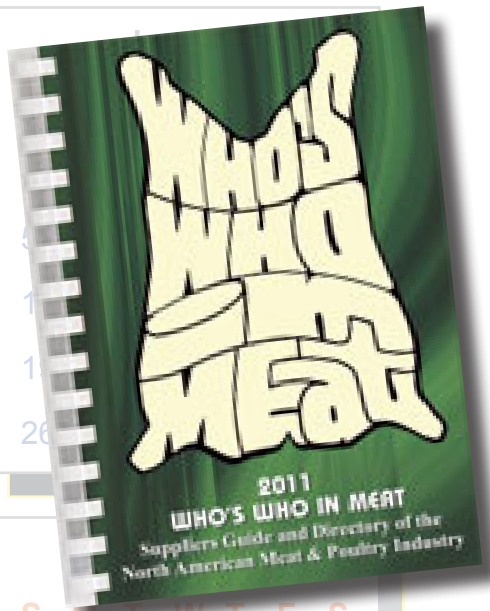
The Meat & Poultry Industry's Prospect Database Order Form:
Complete Database is \$599. Available in DBase III (DBF) format.
May be delivered on CD or via email. This includes all shipping and handling.

Name: _____ Title: _____
 Company: _____
 Street Address: _____ State: _____ Zip: _____ Country: _____
 City: _____ Fax: _____ E-mail: _____
 Phone: _____
 Method of Payment: Visa Master Card American Express Check
 Card # _____ Expiration: Month ____ Year ____ Security Code* _____

Please make checks payable to: **SPC MARKETING COMPANY**
 Please fax or mail this form with payment to:

SPC Marketing Company
 P.O. Box 221, Brightwaters, NY 11718
 Phone: 631-661-2727 Fax: 631-661-2226
 Or visit us at www.spcnetwork.com/meatlist to order online.

* On Visa, Master Card and Discover, the Security Code number is the last three digits on the back of the card as it appears on/near the signature strip. On American Express cards, the Security Code number appears above and to the right of the regular card number on the front of the card.



The Benefits of Ad Frequency with Only 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, **Who's Who in Meat** can offer the benefits of ad frequency with only one ad.

■ **Who's Who in Meat** has a shelf life of one year compared with trade magazines and newspapers that are quickly thrown away.

■ **Who's Who in Meat** is referenced by industry executives several times a year creating multiple opportunities for your message to be seen.

■ **Who's Who in Meat** offers maximum exposure with a minimum number of insertions.

WHO'S WHO IN MEAT
631-661-2727

"WHO'S WHO IN MEAT"

SUPPLIERS GUIDE AND DIRECTORY OF THE NORTH AMERICAN MEAT & POULTRY INDUSTRY

Stevens Publishing Company ♦ P.O. Box 221 ♦ Brightwaters, NY 11718
Phone: 631-661-2727 ♦ Fax: 631-661-2226 ♦ Email: sflanagan@sprintmail.com
Deliveries: 80 East Jefryn Drive, Deer Park, NY 11729

CIRCULATION:

The Who's Who in Meat Directory is distributed to the industry as follows:

- 1) North America's **top 1000 meat & poultry packers, processors and wholesalers** receive the book via direct mail. These executives are responsible for over 95% of the nation's meat and poultry production and distribution. The list is compiled by the Meat Trade Institute with the assistance of Dun & Bradstreet and USDA. Those receiving the book are the top executives at each plant location. There is NO wasted circulation on lower or middle management executives. Only those who make big ticket decisions for their companies receive Who's Who in Meat.
- 2) **All members of the Meat Trade Institute** receive the Directory as a condition of their membership. Members also receive additional copies for distribution to their staff.
- 3) Approximately **400 additional copies are distributed** during the course of the year to potential new members and other interested parties.
- 4) Approximately **150 copies are distributed to major supermarket chain meat & poultry buyers** throughout North America.
- 5) Who's Who in Meat is also **sold for \$95.00 per copy** to non-Institute members. Paid distribution for the 2010 edition totalled 230+ copies.

Total press run is 2000 directories.

www.spcnetwork.com/ww



Reach the Meat & Poultry Industry's Most Powerful Executives!



WHO'S WHO IN MEAT: The COMPLETE Suppliers Guide and Directory of the North American Meat & Poultry Industry

WHO'S WHO IN MEAT: RATE CARD #35: 2011 EDITION

Full Page Ads	\$1995
One-Half Page Ads	\$1495
One-Quarter Page Ads	\$995
Pre-Printed Inserts	Inquire
Spot Color (Red, Blue, Green or Yellow)	\$295
Match Colors	\$390
FOUR-Color Process	\$1295*

Position Charges**:	
Back Cover	\$7195
Inside Front Cover	\$6595
Inside Back Cover	\$5595
Page 1	\$4995
Tab Positions***	\$2995
Before TC Page	\$2595

* Production charges, including separations, additional. ** Includes One Color (Required on Position ads)

*** Tab page positions are the pages to the left and right of the actual tab page.

NOTE: Ads non-commissionable; net cash. All advertisers get one copy free. Payment due upon confirmation of ad reservation.

Ad Dimensions: Full = 4-1/2 wide x 7-1/2 high; Half = 4-1/2 wide x 3-5/8 high; Quarter = 4-1/2 wide x 1-7/8 high.
Artwork: PDF, PageMaker, TIFF, BMP, EPS files work best.

NOTE: Regional Rates are available for industry operators such as packers, processors, wholesalers and distributors operating on a "regional" basis. This shall be defined as any operator with distribution in LESS than half of continental North America. These advertisers receive a 25% discount from the rates above.

SPACE RESERVATION FORM

Please reserve my space in "Who's Who in Meat 2011". We will take (_____) page(s). Please contact my office upon receipt of this form to coordinate the production of my ad. Check for \$_____ enclosed.

SIGNED: _____
 NAME: _____
 COMPANY: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____ FAX: _____

Please make checks payable to: "Stevens Publishing Company" and return to:
 Stevens Publishing Company • P.O. Box 221, Brightwaters, NY 11718

SUBMIT YOUR COMPANY'S

2011 LISTING FORM

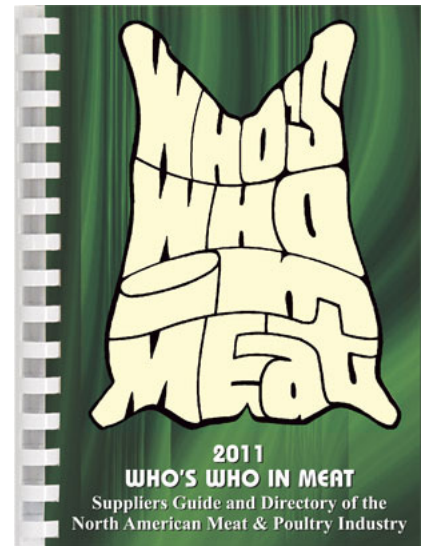
IN THE INDUSTRY'S MOST COMPREHENSIVE GUIDE & DIRECTORY

"WHO'S WHO IN MEAT"

PLEASE RESPOND NOW TO
BE IN THE NEXT EDITION!

Thousands of meat & poultry industry executives will be reading the next issue of **WHO'S WHO IN MEAT**. Make sure your company is listed

COMPLETE SUPPLIER SECTION



Please return this form to have your company listed in our 35th Anniversary Edition of Who's Who in Meat. Or, fill out our on-line form at: www.spcnetwork.com/ww

YOUR COMPANY'S FREE LISTING FORM

Contact Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

Email: _____

Website: _____

Products/Services Offered (attach additional sheets if necessary): _____

Would you like information on display advertising? Yes No

Please fax or return this form to:

WHO'S WHO IN MEAT
P.O. Box 221, Brightwaters, NY

FAX: 631-661-2226

PHONE: 631-661-2727

For more information or
to sign up on line, visit:
www.spcnetwork.com/ww