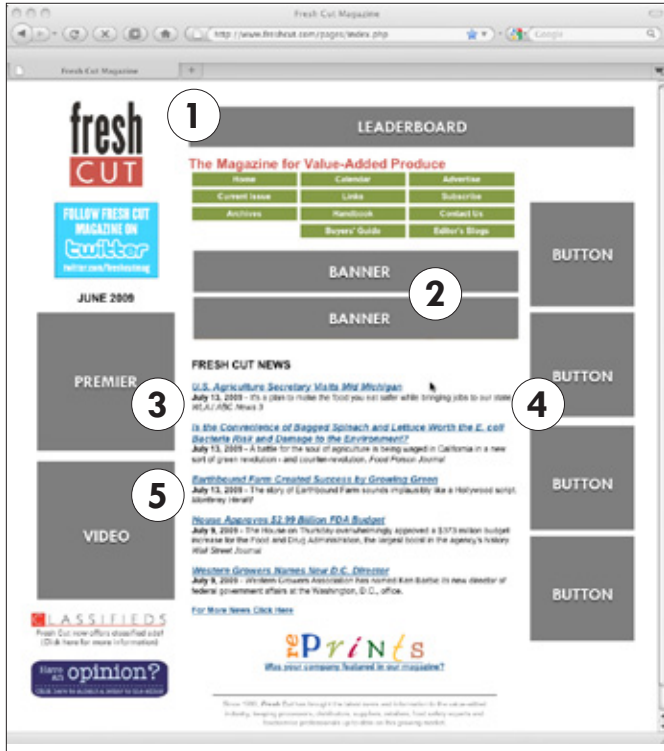


# 2010 Fresh Cut Online Rates & Specs



Increase your visibility; expand your reach; strengthen your message. Put your message in front of the fresh-cut industry 24/7 on [www.freshcut.com](http://www.freshcut.com) and watch your sales grow. With a variety of multimedia advertising choices available, there's sure to be something to meet your needs.

	1-3x	4-6x	7-9x	10-12x
<b>1</b> Leaderboard (650x80)	\$400	\$375	\$350	\$300
<b>2</b> Banner Ad (380x60)	\$273	\$247	\$236	\$210
<b>3</b> Premier Ad (200x200)	\$341	\$307	\$289	\$242
<b>4</b> Button Ad (140x140)	\$163	\$147	\$142	\$121
<b>5</b> Video Button (200x200)	\$350	\$325	\$300	\$275

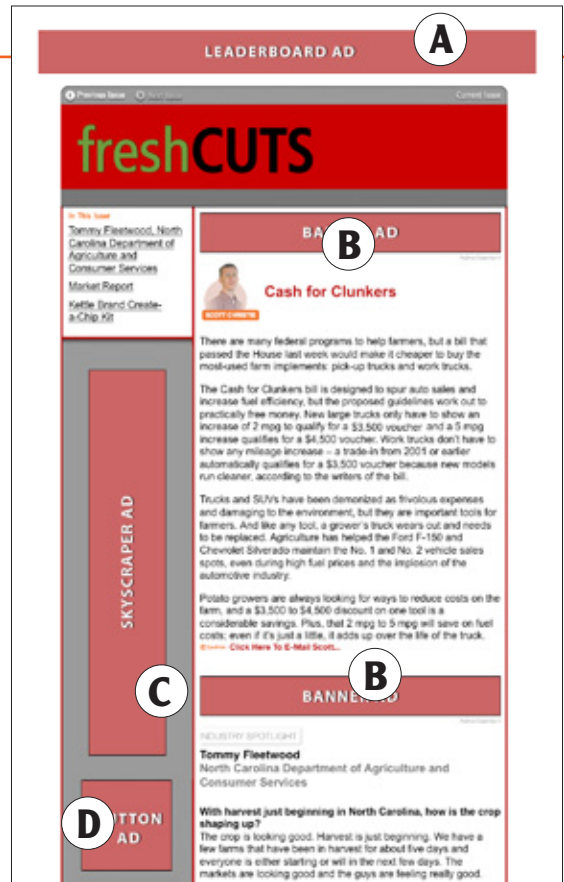
	1 Wk.	
<b>Pagepeel Ad</b>	\$880	Online unique ad units are sold in weekly units and are limited to eight consecutive weeks based on availability. Production not included.
<b>Online Transparency</b>	\$880	

Other custom online advertising is available. Call for more information.

## Fresh Cut eNewsletter

Fresh Cut is launching its monthly e-newsletter in 2010 — providing you even more opportunities to put your message at readers' fingertips. Sign up for an annual sponsorship and you're guaranteed to reach subscribers at least 12 times each year. Sponsorships are limited and are sold on a first-come, first-served basis. Call Marnie Draper to find out how you can be part of this new resource for the nation's fresh-cut industry.

	1-3x	4-6x	7-9x	10-12x
<b>A</b> Leaderboard (780x70)	\$760	\$680	\$650	\$620
<b>B</b> Banner Ad (380x60)	\$520	\$470	\$450	\$430
<b>C</b> Skyscraper Ad (120x600)	\$550	\$500	\$480	\$460
<b>D</b> Button Ad (140x140)	\$290	\$260	\$250	\$240
Newsletter Sponsorship	Call for Quote			
Interactive Poll	Call for Quote			



Note: The Fresh Cuts image is an example image only. Actual newsletter sidebar includes Question of the Month, Industry News and advertiser information underneath the Table of Contents.