# Plate newsletter Offers a Compelling Mix of Content

Emerging food, beverage and restaurant trends, industry news, culinary techniques, chef profiles and featured recipes – The Plate Newsletter offers a compelling mix of content for our culinary-focused audience. It's all the info that chefs need to know, plus exclusive online features, delivered to their inbox two days a week (Tuesday and Thursday).

### Reach 25,000 Chefs and Menu Development Subscribers

The Plate Newsletter is streamlined for our mobile readers and features a top display advertising unit, a second display or text ad and a sponsored recipe position. Sponsors reach 25,000 chef and menu-development professionals with each issue. A Plate Newsletter sponsorship is a great tool for generating brand awareness, driving website traffic and capturing sales leads from customers and prospects. Plate is able to provide sponsors with complete contact information for responding subscribers.

### Streamlined registration ensures engagement

An all new streamlined website registration process will make it easier than ever for readers to click thru to find complete articles, recipes, demonstrations and more.

Circulation: 25,000 Frequency: 2x weekly

Distribution: Tuesday and Thursday

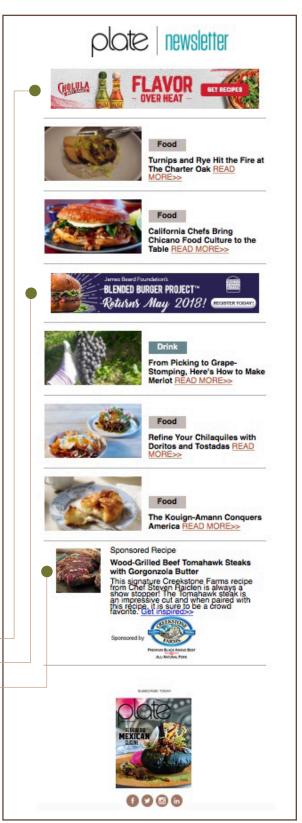
### Rates (Gross per issue)

	1x-3x	4x-7x	8x+
Ad position #1	\$1,656	\$1,541	\$1,426
Ad position #2	\$1,380	\$1,265	\$1,150
Sponsored Recipe	\$978	\$863	\$805
(or text ad)			

Ad position #1 (Specs on back)

Ad position #2 (Specs on back)

Sponsored Recipe (Specs on back)



### The Plate Newsletter Portfolio

Plate recipes Monday Plate newsletter

Tuesday and Thursday Plate chefs on the move Wednesday

Plate spotlight Monthly

## Plate newsletter

## Specs

	Materials required		
Ad position #1	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels)		
Ad position #2	GIF or JPEG file ( $468 \times 90$ pixels or $468 \times 60$ pixels) or text ad. Text ads have the same specifications as Sponsored Recipes, only are labeled "Sponsored Content."		
Sponsored Recipe	Logo (Up to 220 pixels wide x up to 100 pixels tall), photo (100 pixels x 100 pixels), 30 character headline and 300 characters of body text. Count does not include URL. Links to sponsor website or points to video hosted at sponsor website or channel. See layout below.		
	Sponsored Recipe  Try Stephanie Izard's Blended Burger Try to Chef Stephanie Izard's blended burger: a blend of shiitake mushrooms and ground beef topped with asparagus tapenade and rhubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! Get inspired>>  Links to sponsor website or points to video hosted at sponsor website or points to video hosted at sponsor website or channel.  Sponsor Logo: Up to 220 pixels wide • Up to 100 pixels tall		

## Reserve space in the Plate Newsletter

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# New Plate recipes Newsletter Inspires Innovation

Seasonal and thematic recipe collections inspire innovation and incubation of new menu ideas for chef and menu development readers. Featured recipes are carefully curated from our database of nearly 10,000 foodservice recipes into an easy-to-read, mobile-friendly, engaging "recipe collection," covering a mix of cuisines, flavors, ingredients and more. Deployed every Monday, Plate Recipes gives chefs a dose of creativity to start their work week.

### Exclusive ad positions generate sales leads

With a single sponsor per issue, your brand gets the undivided attention of 13,000 chef and menu-development subscribers. Sponsorship includes a banner ad at the top of the newsletter and a sponsored recipe. Sponsorship of the Plate Recipes newsletter aligns your brand with innovation, generates solid leads and drives traffic to your website. Plate is able to provide sponsors with complete contact information for responding subscribers.

### Streamlined registration boosts engagement

An all-new, streamlined website registration process will make it easier than ever for readers to click-thru, print and share inspiring recipes.

Circulation: 13,000 Frequency: Weekly Distribution day: Monday

#### Rates (Gross per issue)

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	1x-3x	4x-7x
Single Sponsorship	\$2,694	\$2,494

### Specs

Top Ad Position (Specs on back)

Sponsored Recipe (Specs on back)







#### Add Crunch to Dishes with Cucumbe

The freshness and crunch of cucumbers make them a favorite summer vegetable and these recipes showcase their versatility. Ferment oucumbers to serve with octopus and chanterelies, turn them into a sorbet to add to a martini, pickle them to accent an albacore crudo, and more. Try these recipes, then share your favorite oucumber applications with us on social media.

#### **Cucumber Chaat**

Chef Yoshi Yamada I Bombay Breakdown, Chicago, III.

Octopus, Nori Oil, Fermented Cucumber, Preserved Chanterelle

Executive Chef Miles Thompson | Allumette, Los Angeles, Calif. RECIPE

#### **Cucumber Sorbet**

Chef/Owner Matt Gennuso I Chez Pascal, Providence, R.I. RECIPE

Wagyu With Cucumber, Honeydew, and Lime Sugar Chef Grant Achatz I Alinea, Chicago, III. RECIPE

Albacore Crudo, Spicy Pickled Lemon Cucumbers, Heirloom Melon, Caviar, Wild Fennel

Executive Chef Bruce Kalman I Union, Pasadena, Calif.



#### Sponsored Recipe

Try Stephanie Izard's Blended Burger Try top Chef Stephanie Izard's blended burger: a blend of shittake mushrooms and ground beef topped with asparagus tapenade and inubard mostarda. You li guickly learn why she says she likes it better than a regular burger! Get





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# recipes Newsletter

## Specs

	Materials required		
Top Ad Position	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels)		
Sponsored Recipe	Logo (Up to 220 pixels wide x up to 100 pixels tall), photo (100 pixels x 100 pixels), 30 character headline and 300 characters of body text. Count does not include URL. Links to sponsor website or points to video hosted at sponsor website or channel. See layout below.		
	Photo 100 pixels wide 100 pixels tall  Sponsored Recipe  Try Stephanie Izard's Blended Burger Try top Chef Stephanie Izard's blended burger: a blend of shiitake mushrooms and ground beef topped with asparagus tapenade and rhubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! Get inspired>>  Links to sponsor website or points to video hosted at sponsor website or points to video hosted at sponsor website or channel.  Sponsored by BURGER  Sponsored by Durger Sponsor website or channel.		

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## chefs on the move Delivers More Value

Plate is all about the chefs, and no media brand reports on chef comings and goings, restaurant openings and closings, like Plate. The Chefs on the Move Newsletter gives readers a peek at the competitive landscape for restaurants and chefs nationwide and the streamlined design offers easy access to our mobile readers. Each Wednesday, Plate Chefs on the Move offers a convenient recap.

### Reach 15,000 Chefs and Menu Development Subscribers

Plate's Chefs on the Move newsletter now features two display advertising sponsorships. Sponsors reach 15,000 chef and menudevelopment subscribers with each issue. Sponsorship of Chefs on the Move is a great tool for generating brand awareness, driving website traffic and capturing sales leads from customers and prospects. Plate is able to provide sponsors with complete contact information for responding subscribers.

### Streamlined registration ensures engagement

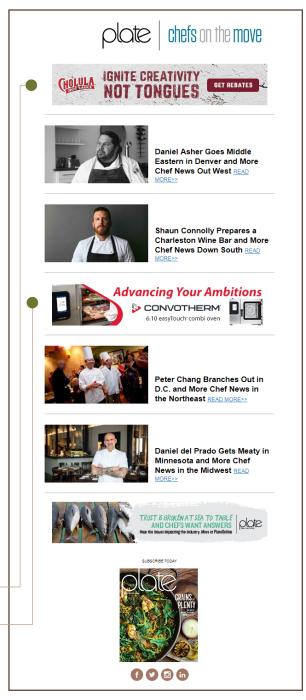
An all-new, streamlined website registration process will make it easier than ever for readers to click-thru and share chef and restaurant happenings.

Circulation: 15,000 Frequency: 1x weekly Distribution day: Wednesday

#### Rates (Gross per issue)

	1x-3x	4x-7x	8x+
Ad position #1	\$1,656	\$1,541	\$1,426
Ad position #2	\$1,380	\$1,265	\$1,150

Specs	Materials required
Ad position #1	GIF or JPEG file ( $468 \times 90$ pixels or $468 \times 60$ pixels)
Ad position #2	GIF or JPEG file ( $468 \times 90$ pixels or $468 \times 60$ pixels)



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Reserve space in Plate Chefs on the Move Newsletter



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# spotlight Newsletter Surrounds Your Brand with Curated Plate Content

As a marketer in the foodservice industry you know how challenging it is to stand apart from your competitors. Creating a compelling brand story with content relevant to chefs is an effective strategy. Sponsorship of Plate's Spotlight Newsletter positions your brand's message among curated editorial content that aligns with your brand – reinforcing your message. Include related video or recipes. With only one Plate Spotlight sent to readers each month, this is a very exclusive opportunity.

### Reach 36,000 Chefs and Menu Development Subscribers

Plate's Spotlight Newsletter can accomodate three advertising positions.

Reach 36,000 chef and menu-development subscribers with each edition. Use Plate's Spotlight Newsletter to generate excitement about your brand, drive website traffic and capture sales leads from customers and prospects. Plate provides sponsors with complete contact information for responding subscribers.

### Streamlined registration ensures engagement

An all new streamlined website registration process will make it easier than ever for readers to click thru to find the whole story.

Circulation: 36,000 Frequency: 1x monthly Distribution day: TBA

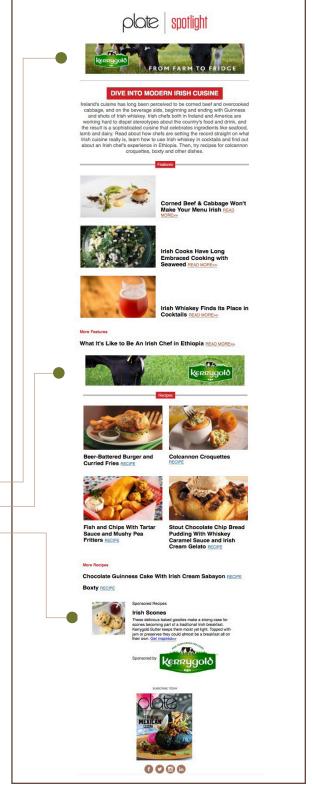
#### Rates (Gross per issue)

\$7,475

Ad position #1 (Specs on back)

Ad position #2 (Specs on back)

Sponsored Recipe or Sponsored Video (Specs on back)



## The Plate Newsletter Portfolio

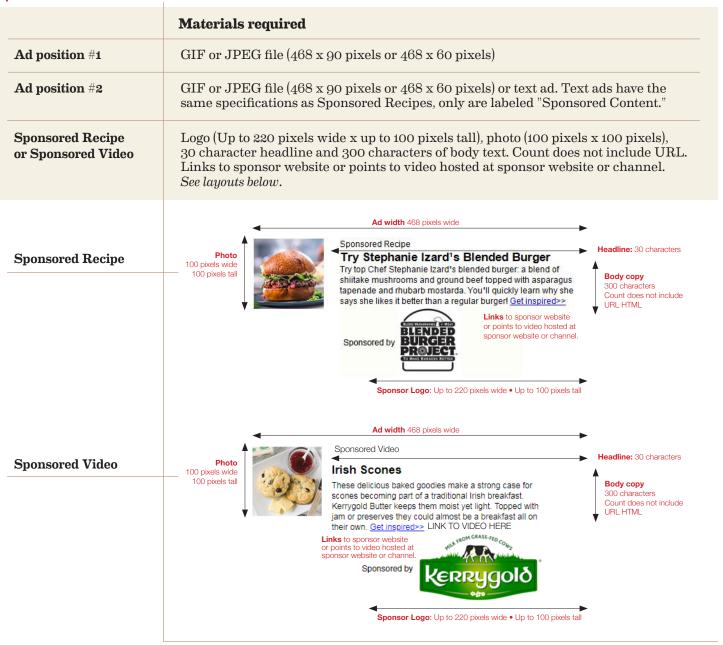
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## spotlight Newsletter

### Specs



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