

# 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+
<b>Ad position #1</b>	\$1,656	\$1,541	\$1,426
<b>Ad position #2</b>	\$1,380	\$1,265	\$1,150
<b>Sponsored Recipe</b> <i>(or text ad)</i>	\$978	\$863	\$805

**Ad position #1** (Specs on back)

**Ad position #2** (Specs on back)

**Sponsored Recipe** (Specs on back)

The screenshot displays the layout of the Plate Newsletter. At the top is the 'plate | newsletter' logo. Below it is a banner for 'CHOLULA FLAVOR OVER HEAT' with a 'GET RECIPES' button. The main content area features several articles, each with a food image, a category label (e.g., 'Food'), a headline, and a 'READ MORE' link. The articles include: 'Turnips and Rye Hit the Fire at The Charter Oak', 'California Chefs Bring Chicano Food Culture to the Table', 'From Picking to Grape-Stomping, Here's How to Make Merlot', 'Refine Your Chilaquiles with Doritos and Tostadas', and 'The Kouign-Amann Conquers America'. A 'Sponsored Recipe' section features 'Wood-Grilled Beef Tomahawk Steaks with Gorgonzola Butter' from Chef Steven Hayden, sponsored by Creststone Farms. At the bottom, there is a 'SUBSCRIBE TODAY' button and a social media icon bar.

## 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 x 90 pixels or 468 x 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.

The diagram illustrates the layout of a sponsored recipe ad. It features a central text block with a photo of a burger on the left and a sponsor logo at the bottom. Dimensions and labels are as follows:

- Ad width:** 468 pixels wide (indicated by a horizontal double-headed arrow at the top).
- Photo:** 100 pixels wide and 100 pixels tall (indicated by a vertical double-headed arrow on the left).
- Headline:** 30 characters (indicated by a horizontal double-headed arrow on the right).
- Body copy:** 300 characters (indicated by a vertical double-headed arrow on the right).
- Sponsor Logo:** Up to 220 pixels wide and up to 100 pixels tall (indicated by a horizontal double-headed arrow at the bottom).

The text content of the ad is: "Sponsored Recipe", "Try Stephanie Izzard's Blended Burger", "Try top Chef Stephanie Izzard'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>>](#)", and "Sponsored by BLENDED BURGER PROJECT TO MAKE BURGERS BETTER".

## Reserve space in the Plate Newsletter

**Susan Szymanski**  
VP/Publisher  
sszymanski@plateonline.com  
312.667.7616

**Gerald White**  
Associate Publisher  
gwhite@plateonline.com  
312.274.2213

**Gene Kinsella**  
Business Development Director  
gkinsella@plateonline.com  
312.266.3380







# 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 accommodate 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**

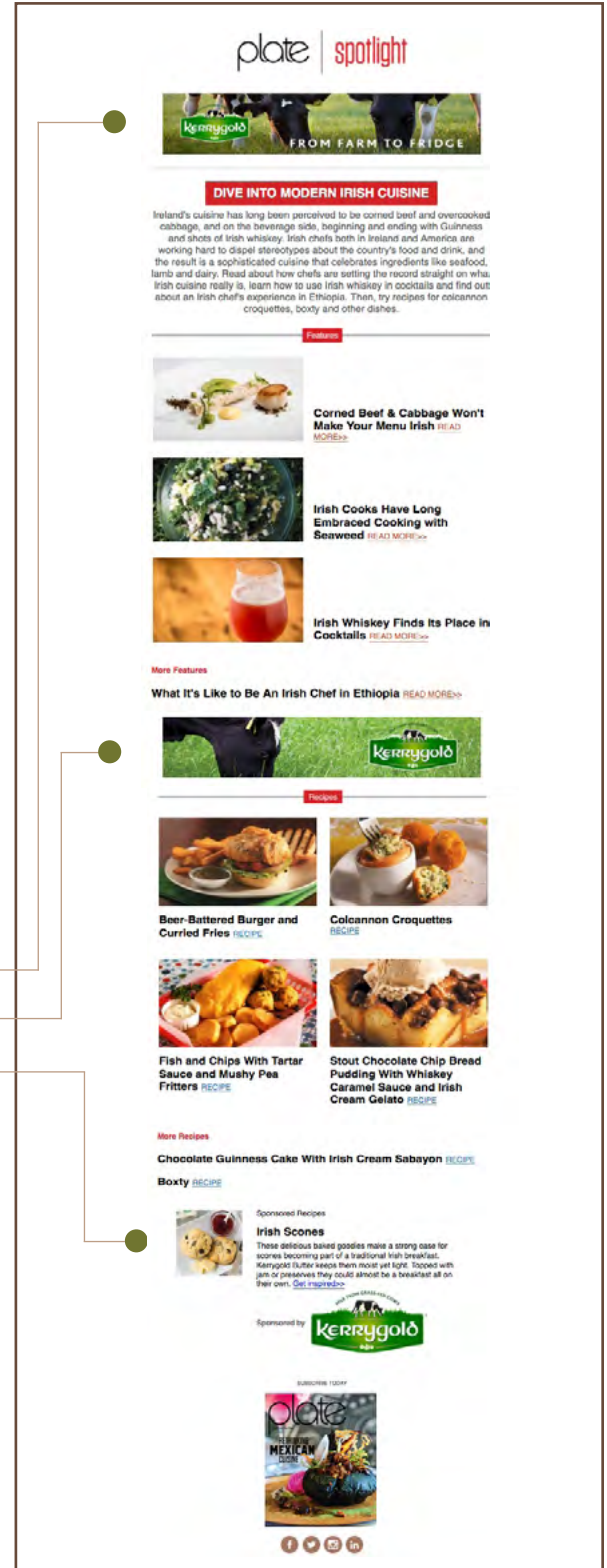
**Distribution day: TBA**

**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

Plate recipes  
Monday

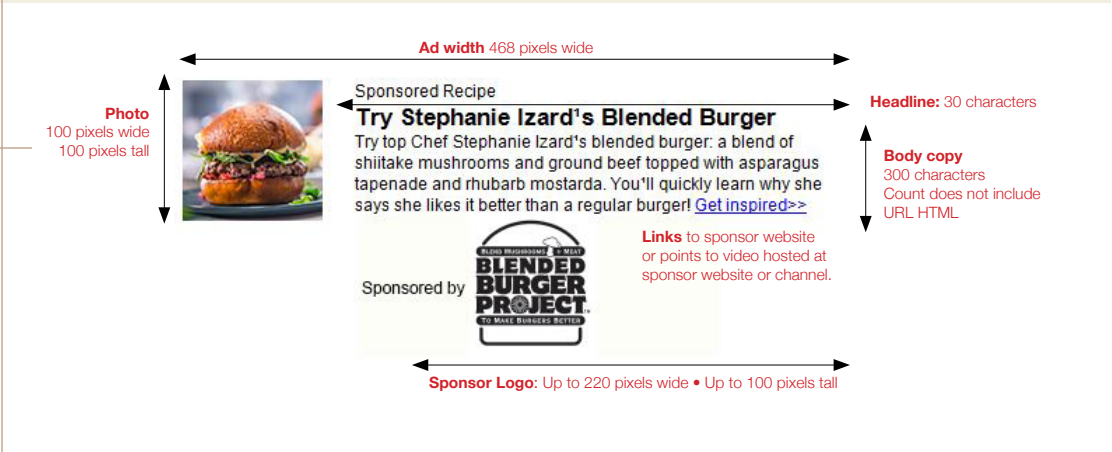

Plate newsletter  
Tuesday and  
Thursday

Plate chefs on the move  
Wednesday

Plate spotlight  
Monthly

# spotlight Newsletter

## Specs

	Materials required
<b>Ad position #1</b>	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels)
<b>Ad position #2</b>	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels) or text ad. Text ads have the same specifications as Sponsored Recipes, only are labeled "Sponsored Content."
<b>Sponsored Recipe or Sponsored Video</b>	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. <i>See layouts below.</i>
<b>Sponsored Recipe</b>	 <p><b>Ad width</b> 468 pixels wide</p> <p><b>Photo</b> 100 pixels wide 100 pixels tall</p> <p><b>Sponsored Recipe</b></p> <p><b>Try Stephanie Izard's Blended Burger</b></p> <p>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! <a href="#">Get inspired&gt;&gt;</a></p> <p><b>Headline:</b> 30 characters</p> <p><b>Body copy</b> 300 characters Count does not include URL HTML</p> <p><b>Links</b> to sponsor website or points to video hosted at sponsor website or channel.</p> <p><b>Sponsor Logo:</b> Up to 220 pixels wide • Up to 100 pixels tall</p>
<b>Sponsored Video</b>	 <p><b>Ad width</b> 468 pixels wide</p> <p><b>Photo</b> 100 pixels wide 100 pixels tall</p> <p><b>Sponsored Video</b></p> <p><b>Irish Scones</b></p> <p>These delicious baked goodies make a strong case for scones becoming part of a traditional Irish breakfast. Kerrygold Butter keeps them moist yet light. Topped with jam or preserves they could almost be a breakfast all on their own. <a href="#">Get inspired&gt;&gt;</a> LINK TO VIDEO HERE</p> <p><b>Headline:</b> 30 characters</p> <p><b>Body copy</b> 300 characters Count does not include URL HTML</p> <p><b>Links</b> to sponsor website or points to video hosted at sponsor website or channel.</p> <p><b>Sponsor Logo:</b> Up to 220 pixels wide • Up to 100 pixels tall</p>

## Reserve space in the Plate Spotlight Newsletter

**Susan Szymanski**  
VP/Publisher  
sszymanski@plateonline.com  
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Associate Publisher  
gwhite@plateonline.com  
312.274.2213

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