

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, Sponsored video or Sponsored Content <i>(or text ad)</i>	\$978	\$863	\$805
Ad position #4	\$675	\$587	\$564

Ad position #1 (Specs on back)

Ad position #2 (Specs on back)

Sponsored Recipe (Specs on back)

Ad position #4 (Specs on back)

The Plate Newsletter Portfolio

Plate recipes
Monday

Plate newsletter
Tuesday and
Thursday

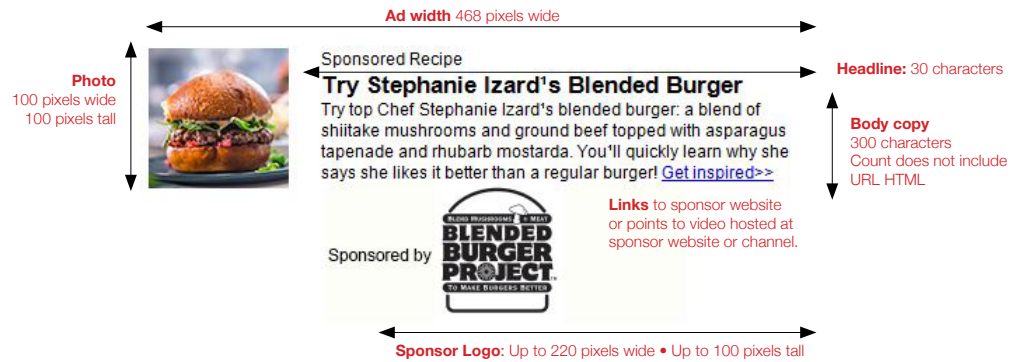
Plate chefs on the move
Wednesday

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 'Food' category tag, 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 Creckstone Farms, with a 'Get inspired' link and a 'Sponsored by' logo for Creckstone Farms. At the bottom, there is a testimonial from Sterling Silver and a 'SUBSCRIBE TODAY' button next to a 'plate' logo.

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, Sponsored Video or Sponsored Content	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 layout below.</i>
Ad position #4	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."



Reserve space in the Plate Newsletter

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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)

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

Specs

Top Ad Position (Specs on back)

Sponsored Recipe (Specs on back)

plate | recipes

James Beard Foundation's
BLENDED BURGER PROJECT™
Returns May 2018! REGISTER TODAY!

Add Crunch to Dishes with Cucumber
The freshness and crunch of cucumbers make them a favorite summer vegetable and these recipes showcase their versatility. Ferment cucumbers to serve with octopus and chanterelles, 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 cucumber applications with us on social media.

Cucumber Chaat
Chef Yoshi Yamada | Bombay Breakdown, Chicago, Ill. [RECIPE](#)

Octopus, Nori Oil, Fermented Cucumber, Preserved Chanterelle
Executive Chef Miles Thompson | Allumette, Los Angeles, Calif. [RECIPE](#)

Cucumber Sorbet
Chef/Owner Matt Gennuso | Chez Pascal, Providence, R.I. [RECIPE](#)

Wagyu With Cucumber, Honeydew, and Lime Sugar
Chef Grant Achatz | Alinea, Chicago, Ill. [RECIPE](#)

Albacore Crudo, Spicy Pickled Lemon Cucumbers, Heirloom Melon, Caviar, Wild Fennel
Executive Chef Bruce Kalman | Union, Pasadena, Calif. [RECIPE](#)

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>>](#)

Sponsored by **BLENDED BURGER PROJECT**

SUBSCRIBE TODAY

plate
STEPHANIE IZARD
MEXICAN
DISH

f t g+ in

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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, Sponsored Video or Sponsored Content	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 layout below.</i>

The diagram illustrates the layout of a sponsored recipe advertisement. It features a 100x100 pixel photo of a burger on the left. To its right is the headline 'Try Stephanie Izard's Blended Burger' (30 characters) and body text: '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>>](#)'. Below the text is the 'BLENDED BURGER PROJECT' logo (220x100 pixels) and the text 'Sponsored by'. A red arrow indicates the total ad width is 468 pixels. A red arrow indicates the headline length is 30 characters. A red arrow indicates the body copy length is 300 characters. A red arrow indicates the sponsor logo dimensions are up to 220 pixels wide and up to 100 pixels tall. A red arrow indicates the photo dimensions are 100 pixels wide and 100 pixels tall. A red arrow indicates the link text: 'Links to sponsor website or points to video hosted at 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 four advertising sponsorships. Sponsors reach 15,000 chef and menu-development 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	\$1,495	\$1,380	\$1,265
Ad position #2	\$1,265	\$1,265	\$1,150
Ad position #3	\$1,150	\$1,035	\$920
Ad position #4	\$920	\$890	\$890
Ad position #5	\$860	\$830	\$800

Ad position #1 (Specs on back)

Ad position #2 (Specs on back)

Ad position #3 (Specs on back)

Ad position #4 (Specs on back)

Ad position #5 (Specs on back)



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Specs

	Materials required
Ad position #1	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels)
Ad position #2, #3, #4 & #5	GIF or JPEG file (468x90 pixels or 468 x 60 pixels), Or for Sponsored Content/Sponsored Recipe/Sponsored Video 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.

Reserve space in Plate Chefs on the Move Newsletter

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