

# 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 'Food' category tag, 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 follows, featuring 'Wood-Grilled Beef Tomahawk Steaks with Gorgonzola Butter' from Chef Steven Hayden, sponsored by Creststone Farms. At the bottom of the newsletter is a 'SUBSCRIBE TODAY' button, a 'plate' logo, and social media icons for Facebook, Twitter, Instagram, and LinkedIn.

## 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. <i>See layout below.</i>

**Ad width** 468 pixels wide

**Photo**  
100 pixels wide  
100 pixels tall

**Headline:** 30 characters

**Body copy**  
300 characters  
Count does not include  
URL HTML

**Links** to 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)

	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  
DUES

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## The Plate Newsletter Portfolio

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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. <i>See layout below.</i>

The diagram illustrates the layout of a sponsored recipe advertisement. It features a central content area with a photo of a burger on the left, a headline, body text, and a sponsor logo at the bottom. Dimensions are indicated by arrows: the total ad width is 468 pixels; the photo is 100 pixels wide and 100 pixels tall; the headline is 30 characters long; the body copy is 300 characters long; and the sponsor logo is up to 220 pixels wide and up to 100 pixels tall. The content includes the text 'Sponsored Recipe', 'Try Stephanie IZARD's Blended Burger', a description of the burger, a link to 'Get inspired', and the 'Blended Burger Project' logo with the tagline '30 WALK BURGERS BETER'.

## Reserve space in the Plate Recipes Newsletter

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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+
<b>Ad position #1</b>	\$1,495	\$1,380	\$1,265
<b>Ad position #2</b>	\$1,265	\$1,265	\$1,150
<b>Ad position #3</b>	\$1,150	\$1,035	\$920
<b>Ad position #4</b>	\$920	\$920	\$860

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

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

**Ad position #3** (Specs on back)

**Ad position #4** (Specs on back)



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# Plate chefs on the move

## Specs

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

## 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 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**

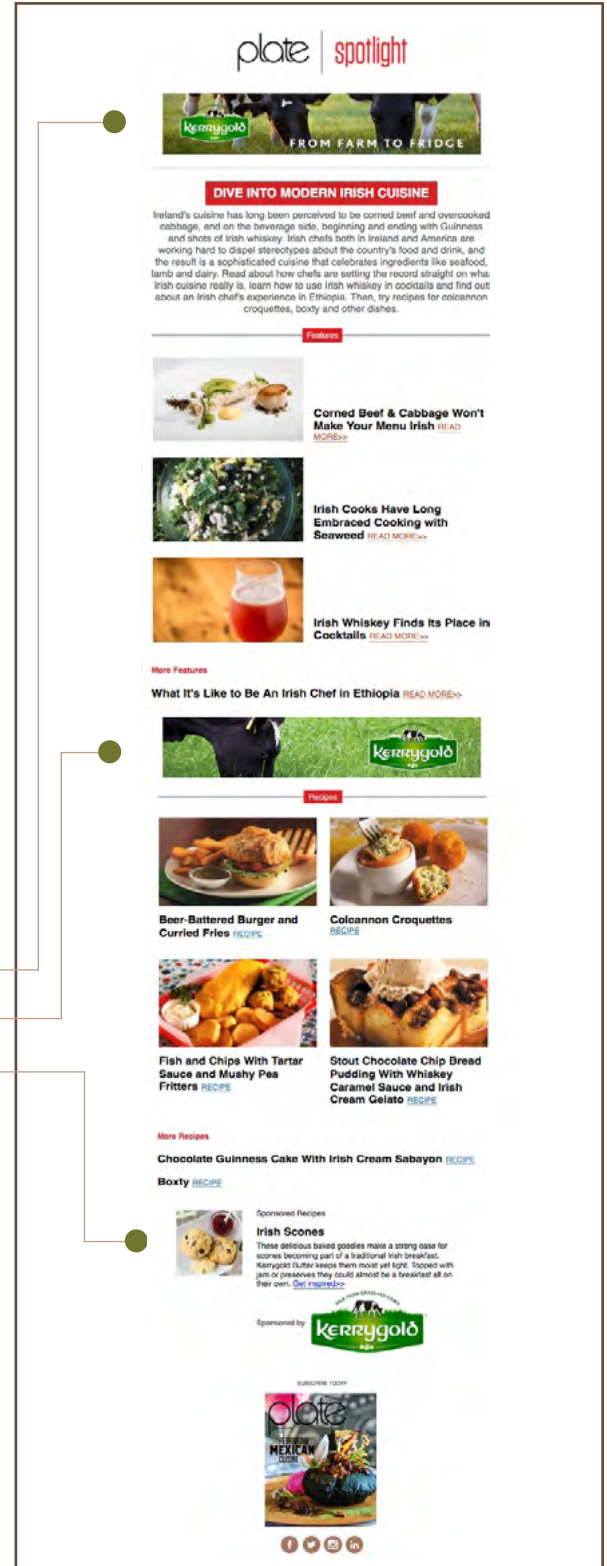
**Distribution day: TBA**

**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)



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# 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>The diagram shows a 468px wide ad layout. On the left is a 100px wide x 100px tall photo of a burger. To its right is the text: 'Sponsored Recipe', 'Try Stephanie Izard's Blended Burger', a 30-character headline, and 300 characters of body copy. Below the text is a 'Sponsored by' logo for 'Blended Burger Project' (up to 220px wide x 100px tall). A link to the sponsor website is provided.</p>
<b>Sponsored Video</b>	<p>The diagram shows a 468px wide ad layout. On the left is a 100px wide x 100px tall photo of scones. To its right is the text: 'Sponsored Video', 'Irish Scones', a 30-character headline, and 300 characters of body copy. Below the text is a 'Sponsored by' logo for 'Kerrygold' (up to 220px wide x 100px tall). A link to the sponsor website or video is provided.</p>

## Reserve space in the Plate Spotlight Newsletter

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