

## PFW Pricing

Description	Line Description	Sizes	Rate
PFW - Case Study Package (PACKAGE ONLY) - NM2021	Tier 1		5275
PFW - Case Study Package (PACKAGE ONLY) - NM2021	Tier 2		9125
PFW - Case Study Package (PACKAGE ONLY) - NM2021	Tier 3		12600
PFW - Video Content Marketing (PACKAGE ONLY) - NM2021	Tier 1		5100
PFW - Video Content Marketing (PACKAGE ONLY) - NM2021	Tier 2		4750
PFW - Video Content Marketing (PACKAGE ONLY) - NM2021	Tier 3		8850
PFW - Leads From Your List -NM2021	Leads From Your List		750
PFW - Supplied HTML Additional Links -NM2021	Additional Links		525
PFW - Custom Question -NM2021	Custom Question		500
PFW - E-blast Extension -NM2021	E-blast Extension		750
PFW - Standard e-blasts -NM2021	Co-Branded Newsletter	EBCOBNL	4100
PFW - Standard e-blasts -NM2021	Webinar (PACKAGE ONLY)	EBWEBN	7175
PFW - Standard e-blasts -NM2021	Whitepaper	EBWVP	3890
PFW - Standard e-blasts -NM2021	Case Study	EBCASE	3890
PFW - Standard e-blasts -NM2021	E-Book	EBEBK	3890
PFW - Standard e-blasts -NM2021	Event	EBEVT	3890
PFW - Standard e-blasts -NM2021	Supplied HTML	EBHTML	4500
PFW - Standard e-blasts -NM2021	Industry Webinar	EBINWB	3890
PFW - Standard e-blasts -NM2021	Product Update	EBPROD	3890
PFW - Standard e-blasts -NM2021	Video	EBVID	3890
PFW - Standard e-blasts -NM2021	Infographic		3890
PFW - Standard e-blasts -NM2021	4-up Video		3950
PFW - Standard e-blasts -NM2021	4-up Product Update		3950
PFW - Standard e-blasts -NM2021	Technology Minute	EBTECH	4875
PFW - Leaders in Processing -NM2021	Leaders in Processing	LEADERSPROFILE	0
PFW - Telephone Lead Generation -NM2021	PFW - Telephone Lead Generation		3800
PFW - ProFood World Focus -NM2021	Focus		1550
PFW - Joyce's Voice -NM2021	Joyce's Voice		3750
PFW - PDF Creation -NM2021	Case Study PDF Creation		3600
PFW - PDF Creation -NM2021	Webinar PDF Creation		3600
PFW - PDF Creation -NM2021	White Paper PDF Creation		3600
PFW - Food Facility Design/Build Playbook -NM2021	75 Leads		3900
PFW - Food Facility Design/Build Playbook -NM2021	125 Leads + Ad		5600
PFW - ProFood World Magazine -NM2021	1/3 Horizontal Spread	1/3HS	2675
PFW - ProFood World Magazine -NM2021	1/2 Horizontal Spread	1/2HS	4775
PFW - ProFood World Magazine -NM2021	1/2 Page Island	1/2PG	3475

PFW - ProFood World Magazine -NM2021	1/2 Page Horizontal	1/2PGH	3475
PFW - ProFood World Magazine -NM2021	1/2 Page Vertical	1/2V	3475
PFW - ProFood World Magazine -NM2021	1/3 Page Square	1/3PGS	2675
PFW - ProFood World Magazine -NM2021	1/3 Page Vertical	1/3PGV	2675
PFW - ProFood World Magazine -NM2021	1/4 Page	1/4PGH	2150
PFW - ProFood World Magazine -NM2021	2/3 Page Vertical	2/3V	3950
PFW - ProFood World Magazine -NM2021	2 Page Spread	2PGSPR	7625
PFW - ProFood World Magazine -NM2021	Full Page	FULL	4350
PFW - ProFood World Magazine -NM2021	Leaders in Processing Profile	LEADERSPROFILE	0
PFW - ProFood World Magazine -NM2021	Insert	INSERT	3590
PFW - Virtual Company Event Promo -NM2021	Tier 1		3600
PFW - Virtual Company Event Promo -NM2021	Tier 2		5850
PFW - Virtual Company Event Promo -NM2021	Tier 3		8400
PFW - Video Creation -NM2021	Video Creation		5100
PFW - Webinar -NM2021	Webinar Tier 1		7175
PFW - Webinar -NM2021	Webinar Tier 2		9125
PFW - Webinar -NM2021	Webinar Tier 3		13325
PFW - Native on PFW.com -NM2021	Native on PFW.com		1050
PFW - Banner Ads on PFW.com -NM2021	Company Targeted Sponsorship Flexi	CTSFLXI	187.5
PFW - Banner Ads on PFW.com -NM2021	Flexi-Size	FLEXI	102.085
PFW - Banner Ads on PFW.com -NM2021	IMU	IMU	175
PFW - Banner Ads on PFW.com -NM2021	Leaderboard	LB	110.42
PFW - Banner Ads on PFW.com -NM2021	Roadblock Flexi Campaign	RDBLK	187.5
PFW - Banner Ads on PFW.com -NM2021	Skyscraper	SKY	175