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| **Ratecard Description** | **Line Description** | **Rate** |
| 2022 - PFW - Content Creation - NM | Case Study Creation | 2500 |
| 2022 - PFW - Content Creation - NM | Video Creation | 2500 |
| 2022 - PFW - Content Creation - NM | Webinar Brief PDF | 2500 |
| 2022 - PFW - Content Creation - NM | Printable PDF Only | 556 |
| 2022 - PFW - 3D Machine Tour - NM | 3D Machine Tour | 750 |
| PFW - Leads From Your List -NM2021 | Leads From Your List | 750 |
| 2022 - PFW - Permission Builder - NM | Permission Builder 2022 | 2000 |
| 2022 - PFW - Supplied HTML Additional Links - NM | Additional Links | 525 |
| 2022 - PFW - Custom Question - NM | Custom Question | 500 |
| 2022 - PFW-ESI Custom NL - NM | ESI Custom Quarterly NL | 5000 |
| 2022 - PFW - E-blast Extension - NM | E-blast Extension | 750 |
| 2022 - PFW Standard Eblasts - NM | Co-Branded Newslettter | 4265 |
| 2022 - PFW Standard Eblasts - NM | Whitepaper | 4045 |
| 2022 - PFW Standard Eblasts - NM | Case Study | 4045 |
| 2022 - PFW Standard Eblasts - NM | E-Book | 4045 |
| 2022 - PFW Standard Eblasts - NM | Event | 4045 |
| 2022 - PFW Standard Eblasts - NM | Supplied HTML | 4680 |
| 2022 - PFW Standard Eblasts - NM | Industry Webinar | 4045 |
| 2022 - PFW Standard Eblasts - NM | Product Update | 4045 |
| 2022 - PFW Standard Eblasts - NM | Video | 4045 |
| 2022 - PFW Standard Eblasts - NM | Infographic | 4045 |
| 2022 - PFW Standard Eblasts - NM | 4-up Video | 4110 |
| 2022 - PFW Standard Eblasts - NM | 4-up Product Update | 4110 |
| 2022 - PFW Standard Eblasts - NM | Technology Minute | 5070 |
| 2022 - PFW Standard Eblasts - NM | Webinar | 4045 |
| 2022 - PFW - Leaders in Processing - NM | Leaders in Processing | 0 |
| 2022 - PFW - Telephone Lead Generation - NM | PFW - Telephone Lead Generation | 3800 |
| 2022 - AW - PFWNLBN - NM | PFW Beta Newsletters | 0 |
| 2022 - PFW - ProFood World Focus - NM | Focus | 1615 |
| 2022 - PFW - Hand Picked - NM | Hand Picked | 3900 |
| 2022 - PFW - Joyce's Voice - NM | Joyce's Voice | 3900 |
| 2022 - PFW - New Issue Alert - NM | PFW - New Issue Alert | 1615 |
| 2022 - PFW - Take Five - NM | Take Five | 0 |
| 2022 - PFW - Food Facility Design/Build Playbook - NM | 75 Leads | 3900 |
| 2022 - PFW - Food Facility Design/Build Playbook - NM | 125 Leads + Ad | 5600 |
| 2022 - PFW Magazine - NM | 1/3 Horizontal Spread | 2755 |
| 2022 - PFW Magazine - NM | 1/2 Horizontal Spread | 4920 |
| 2022 - PFW Magazine - NM | 1/2 Page Island | 3580 |
| 2022 - PFW Magazine - NM | 1/2 Page Horizontal | 3580 |
| 2022 - PFW Magazine - NM | 1/2 Page Vertical | 3580 |
| 2022 - PFW Magazine - NM | 1/3 Page Square | 2755 |
| 2022 - PFW Magazine - NM | 1/3 Page Vertical | 2755 |
| 2022 - PFW Magazine - NM | 1/4 Page | 2215 |
| 2022 - PFW Magazine - NM | 2/3 Page Vertical | 4070 |
| 2022 - PFW Magazine - NM | 2 Page Spread | 7855 |
| 2022 - PFW Magazine - NM | Full Page | 4480 |
| 2022 - PFW Magazine - NM | Leaders in Processing Profile | 0 |
| 2022 - PFW Magazine - NM | Insert | 4020 |
| 2022 - Cover Tips - Custom for VDG - NM | 2-page cover tip | 8868 |
| 2022 - PFW - Template Creation - NM | Custom Template Creation | 888.89 |
| 2022 - PFW - Video Creation - NM | Video Creation | 5100 |
| 2022 - PFW - Webinar - NM | Webinar | 1500 |
| 2022 - PFW - Native on PFW.com - NM | Native on PFW.com | 1050 |
| 2022 - PFW - Banner Ads on PFW.com - NM | Company Targeted Sponsorship Flexi | 187.5 |
| 2022 - PFW - Banner Ads on PFW.com - NM | Flexi-Size | 102.085 |
| 2022 - PFW - Banner Ads on PFW.com - NM | IMU | 175 |
| 2022 - PFW - Banner Ads on PFW.com - NM | Leaderboard | 110.42 |
| 2022 - PFW - Banner Ads on PFW.com - NM | Roadblock Flexi Campaign | 187.5 |
| 2022 - PFW - Banner Ads on PFW.com - NM | Skyscraper | 175 |
| 2022 - PFW - 3D Machine Tour Listing and Promotion - NM | PFW - 3D Machine Tour Listing and Promotion | 1450 |
| PFW - Custom NL - ESI | ESI Custom NL | 5292.22 |
| PFW - Custom 2 Page Insert | Custom 2 Page Insert | 4642 |
| PFW - Custom 2 Page Insert | Custom 2 Page Insert - Demographic Targeted | 5722 |