



FOODSERVICE**RADIO**.NET™

# 2015 Media Kit

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# Foodservice Radio™

## Player Ad Positions

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### **Why Radio?**

Restaurant owners, managers and foodservice operators are increasingly difficult to reach. Consumers are spending less time with traditional media as mobile is becoming the preferred platform.

The rise in mobile media consumption has created an explosion in podcasting and streaming audio as these media are ideally suited for mobile consumption and busy lifestyles.

Foodservice Radio™ is bringing foodservice news, features and advertising to key restaurant and food service decision-makers through the growing streaming audio and podcast format.

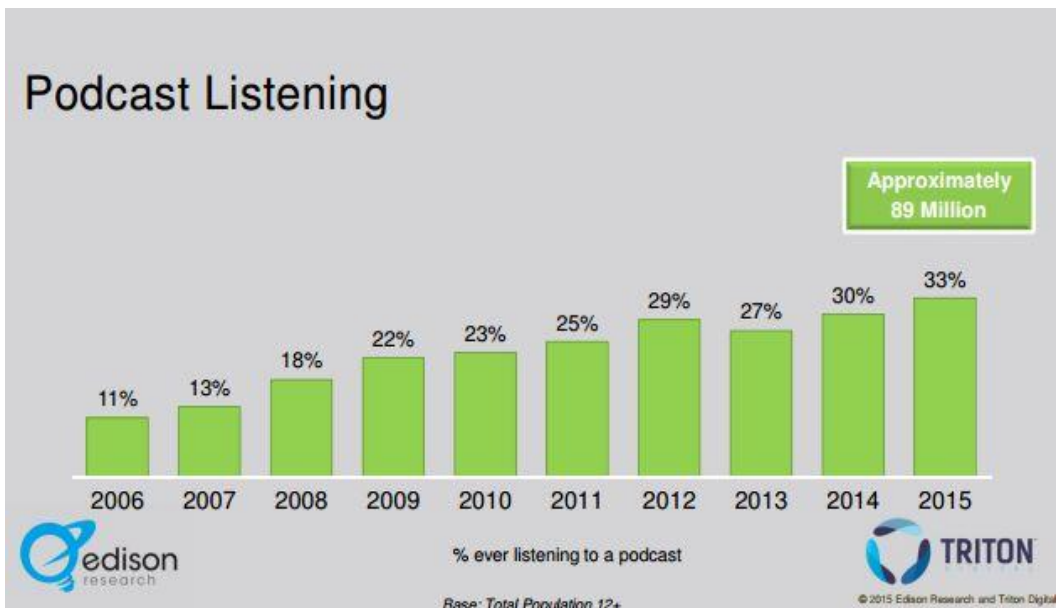
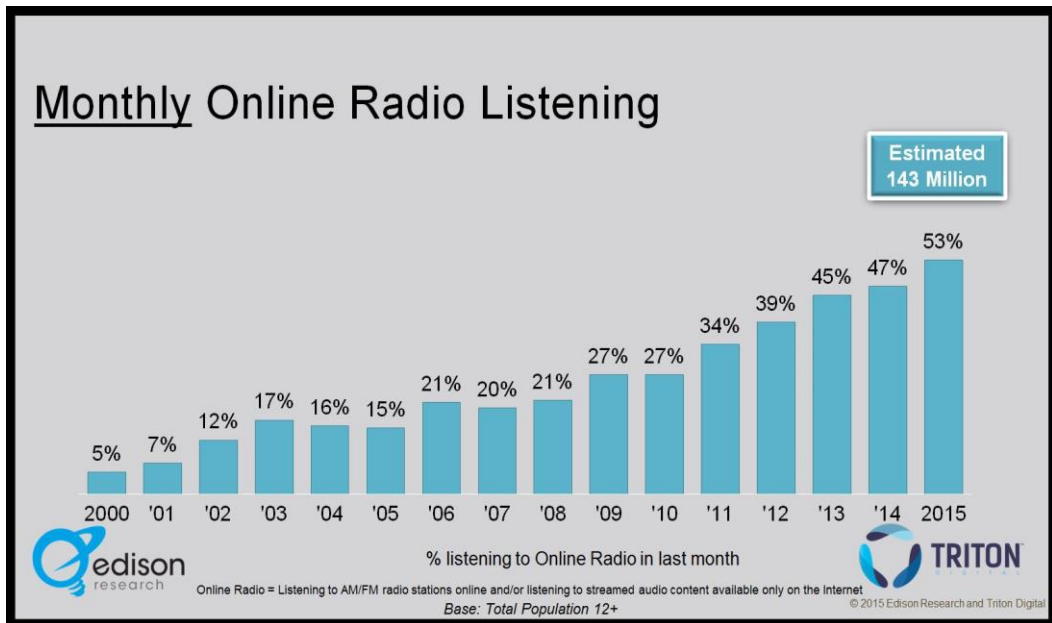
Through Foodservice Radio™ busy operators are able to get the news they need on their schedule – while driving to work, doing payroll or even in the kitchen. The radio format also ensures the listeners hear your full story.

### **Station Format**

- Three featured interviews per hour (12-18 minutes each)
- One news break per hour
- No more than six commercials per hour (two per break)
- One product feature per hour

# A Growing Trend

Online Radio and Podcasting is showing dramatic growth



# The Mobile Explosion

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“Global advertising spent on mobile devices is expected to reach \$105 billion by 2019, up from an estimated \$51 billion this year. Advertisers, drawn to the personalized and timely targetability that advertising on mobile devices offers, will drive spending on those devices to 44 per cent of total digital ad spend by 2019”<sup>1</sup>

## Streaming radio & podcasts by the numbers

**42%** The percentage streaming radio is growing over 2014

**55%** The percentage of people who listen to a podcast “most often” on a mobile device.

**30 million** The number of cars that will have Android Auto or Apple CarPlay by 2020

**46 million** Number of people listening to a podcast in the past month.

“Despite the bandwagon-jumpers, podcasting is not a fad, or a business bubble. Growth of audience is easy to foresee based on the listening curve”<sup>3</sup>

### Foodservice Radio Stats:

2,000 Listeners/Month

650 Facebook Followers

450 Tune In Followers

350 Installed Android Apps

#### Sources:

Juniper Research, May 2015

PEW Research April 2015

RAIN, April 2015

Foodservice Radio Stats –June 2015



# Foodservice Radio™

## Audience & Rates

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### 2015 Package Rates

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#### Audio

- 150 (:60) Commercial Units (5x/day)
- 30 (2-3 minute) Product Features
- 1 Podcast Sponsorship (accessed through iTunes & the website)

#### Additional Merchandising

- Home Page Link
- ROS Website Banner Ads

**Monthly Cost: \$250**

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#### Audio

- 360 (:60) Commercials (12x/day)
- 30 (2-3 minute) Product Features
- 2 Podcast Sponsorships

#### Additional Merchandising

- Quarterly Press Release (10K)
- Home Page Link

- Free Ad Production
- News Sponsorship
- Mobile App Link

**Plus** (one of following) -

- Home Page Ad
- Player Button Ad

**Monthly Cost: \$750**

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#### Audio

- 360 (:60) Commercials (12x/day)
- 30 (2-3 minute) Product Features
- 2 Podcast Sponsorships

#### Additional Merchandising

- Monthly Press Release (10K)
- Home Page Link
- Mobile App Link
- Homepage Top Bar Ad

- Free Ad Production

#### Plus

- Player :15 Pre-roll
- Mobile Player Banner Ad

Or

- Recipe (Home Page)
- Online Corporate Chef Feature

**Monthly Cost: \$1250**

# Foodservice Radio™ Web Ad Positions

The screenshot shows the Foodservice Radio website with several ad positions highlighted by blue arrows and labels:

- Top Message (10 Words):** A red banner at the top with the text "Follow us on Twitter @fs\_radio".
- Top Banner (728x90):** A large banner for "CLEAR SPRINGS FOODS" with the headline "MAKE YOUR MENU DISTINCTIVE." and a photo of a chef.
- Home Page Link:** A link "Join Pen Pals more..." located in the "Additional Story Information" section.
- Product Feature (250x300 & 30 Words):** A feature for "King & Prince Krabbycakes™" with a photo of the product and a description.
- Side Ad (250x300):** A side advertisement for Tom Andrews, a communications specialist, with a photo and text.

Other visible content includes a navigation menu (Listen Live, Phone Apps, Story Archive, Podcasts, In The Weeds, Advertise, Contact Us, Mobile Site, Sitemap), a "FEATURED STORIES" section with articles on Pen Pals, Synapse Wireless, and Greenest Restaurant in US, and a "Product Spotlight" for King & Prince Krabbycakes.

Top Message  
(10 Words)

Top Banner  
(728x90)

Home Page Link

Product Feature  
(250x300 &  
30 Words)

Side Ad  
(250x300)

# Foodservice Radio™ Player Ad Positions

Top Buttons

The screenshot displays the Foodservice Radio player interface. At the top, there is a navigation bar with the logo 'FOODSERVICE RADIO.NET™' on the left and five buttons: 'Top Features', 'PENPals Food Service Industry Online Surveys', 'CLEAR SPRINGS FOODS™', '2015 NRA Show Website', and 'In The Weeds Cartoon'. Below this is a main content area with a 'Live stream' section for 'Foodservice News & Features - 24/7' and a volume control slider. To the right of the live stream is a 'Quill.com' advertisement. At the bottom, there is a dark navigation bar with a 'menu' icon and a larger 'Quill.com' advertisement. A blue arrow points from the 'Top Buttons' text to the top navigation bar. Two blue arrows point from the 'Banner Ad' labels at the bottom to the Quill.com advertisements in the main content area and the bottom navigation bar.

Banner Ad  
(728x90)

Banner Ad  
(250x300)

# Foodservice Radio™

## Technical Specs

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### **On-Air Commercials /Podcasts**

- Commercial – Supply produced 60 second commercial in MP3 format or script of approximately 150 words
- Product Feature – Foodservice Radio will do a 2-3 minute interview with company representative
- Sponsorships – Advertiser to provide sponsor name (can be company or product) and tag line up to 15 words
- Pre roll 15 second produced spot or 40 word script.

Produced spots can begin running when received (pending creative approval). Please allow one week to develop product feature or produce commercial.

### **Website/Player/App**

- Top Bar (Up to 10 words of copy)
- Banner Ad (728 x 90 pixels)
- Sidebar Ad & Mobile Web Ad (300 x 250 pixels)
- Logo in vector format (eps preferred)
- Focus Product (Product Name, Image 250 x 150 pixels, 30 works of copy & link)
- Web link for home page

Final creative required two business days in advance of start date.

### **Terms**

All rates are net.

All payments due net 30 days. We offer a 10% prepayment discount and a 2% discount is applied if paid net 10 days.

Past due payments accrue interest at 1.5% per month.

Foodservice Radio reserves the right to decline any creative at their discretion.



# Foodservice Radio™

## Quality Content/Quality Audience

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### Interviews with Industry Leaders:

**Nancy Krause – Menu Trends**  
**Hudson Riehle – VP Trend, NRA**  
**Health Inspector**  
**Billy Dec –Restaurateur &**  
**Media Personality**  
**Nicholas Lander – Author**  
**Jon Wool – Finesse Catering**  
**Statue of Liberty Foodservice**  
**Jim Sullivan – Consultant**  
**Julie xxx = The Restaurant Mom**

**Kirstin Bitter– Global VP, Coca Cola**  
**Sharon Olson – Culinary Vision**  
**Panel**  
**Brian Finn – Sodexo**  
**Dave Snyder – Uncommon Ground**  
**Scott DeFife Exec. VP - NRA**  
**Warren Ellih = Cornell Univ.**  
**Oren Hertz – Johnson & Wales**  
**Marty Boyer Tom+Chee**  
**Greg Jaffe – Center for Science in**  
**the Public Interest**

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### Attracts A Quality Listening Audience

**Chef at CVS Care**  
**Food Director at Leon County**  
**School Board**  
**Fort Bliss Culinary Arts Team**  
**Students of Le Cordon Bleu**  
**Owner of Fusion Café and**  
**Coffee Roasters**  
**Owner of Fork to Fork**  
**Catering**  
**GM of Sonic Drive-In**  
**CEO at Chef Around Town**  
**Owner of Deacon Chef's Feed**  
**the Homeless**

**Owner of Carol's Cheesecake**  
**Owner of Buffy's Catering**  
**Chef at The Superdome**  
**Kitchen Manager at Mama Jeans**  
**Chef at Marriot Medical Center**  
**Cook at Ritz Carlton**  
**Cook at Miss K's Bistro and Bakery**  
**Chef at Hennings Market**  
**Chef at Acme Oyster House**  
**Kitchen Manager at Elephant Bar**  
**Manager at Blue Mountain Grille**  
**Cook at Local Dough Café**