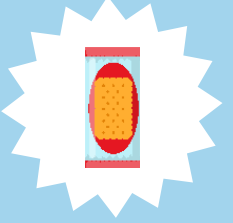
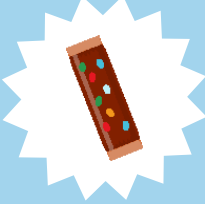
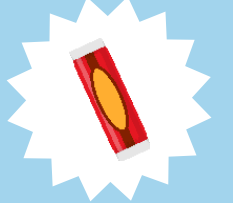
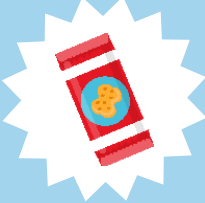
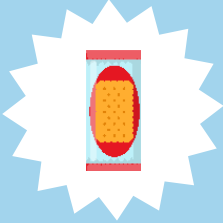


SNAC WORLD

Official Magazine of SNAC International



As the official journal of the SNAC International, *SNAC World* is published in cooperation with Sosland Publishing, publishers of industry-leading *Baking & Snack* magazine. With four issues, including the annual State of the Industry Report, there are many outstanding advertising and sponsorship opportunities to promote your company and products as well as support SNAC

International and its publication. *SNAC World* is distributed to all business and associate members, both domestic and international. Advertisements can be purchased individually or at a discounted, four-time package. Whether you are an established supplier to the snack food category or wish to grow your business, *SNAC World* should be the base of your marketing and sales plans.



ADVERTISE IN SNAC WORLD... GROW YOUR BUSINESS

2017 Rates

Ad Sizes	Individual Issues	4x Package Rate	
Full Page	\$2,925	\$2,325	Package Savings: \$2,400
Half Page	\$2,000	\$1,700	Package Savings: \$1,200

Advertising Materials:

Submit PDF/X1a files to preflight@sosland.com
Sosland Publishing Co.
4801 Main Street, Suite 650
Kansas City, MO 64112-2513 USA

For Additional Advertising Information:

Phone: (800) 338-6201 or email
Paul Lattan, plattan@sosland.com,
Steve Berne, sberne@sosland.com, or
advertising.bakingbusiness.com

2017 CALENDAR

FEBRUARY

SNAXPO Issue
Legislative Summit Preview
SNAC Business Member Profile
SNAC Associate Member Profile
Trends and Technology

Ad Close: January 7

AUGUST

Snack Categories Update
Circle of Honor Feature
SNAC Business Member Profile
SNAC Associate Member Profile
Trends and Technology

Ad Close: July 9

MAY

State of the Industry Issue
Post-Show SNAXPO Coverage
SNAC Business Member Profile
SNAC Associate Member Profile

Ad Close: April 5

NOVEMBER

Snack Manufacturer of the Year
SNAC Business Member Profile
SNAC Associate Member Profile
Executive Leadership Forum Recap
Trends and Technology

Ad Close: October 9

**Special
Opportunity:
May**

Official SNAC International State of the Snack Food Industry Report

The annual State of the Industry Report examines the latest trends and conditions of the US and global snack food market. Working in conjunction with Information Resources Inc., Saint Joseph's University, Euromonitor International, Mintel, Sosland Publishing and others, this report is a must-read for anyone involved in the snack food industry. A limited number of "cover" sponsorships are available on a first-come basis. Please contact us for more information on this special sponsorship opportunity. **Cover Sponsorship: \$6,975**

MARKET INFORMATION

There has been a 30% growth in salty snack sales since 2007, with a forecast of another 17% growth by 2019.

Source: Mintel Group LTD

MARKET AND CAPITAL SPENDING SUMMARY: SNACK FOODS

\$20.5 billion

Total Value of Shipments

\$6.5 billion

Total Cost of Materials

\$342 million

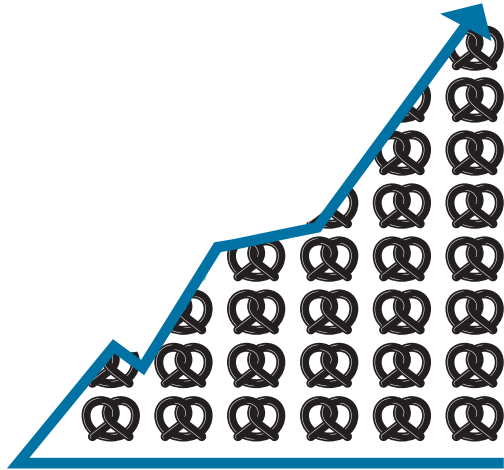
Total Capital Expenditures

\$58 million

Buildings and Other Structures

\$284 million

Machinery & Equipment



By the Numbers

299

Total Companies

370

Total Establishments

27,057

Total Employees



203

Establishments with 1 - 19 employees



86

Establishments with 20 - 99 employees



81

Establishments with 100+ employees

source: US Census

Specs

Inches	Standard (non-bleed)	Trim	Bleed
Full Page	7 x 10	8 x 10.75	8.25 x 11
1/2 Horizontal	7 x 4.875	8 x 5.375	8.25 x 5.625
1/2 Vertical	3.375 x 10	4 x 10.75	4.25 x 11
1/2 Island	4.625 x 7.5	5.25 x 8	5.5 x 8.25

MM	Standard (non-bleed)	Trim	Bleed
Full Page	178 x 254	203.2 x 273.05	209.55 x 279.4
1/2 Horizontal	178 x 124	203.2 x 136.525	209.55 x 142.875
1/2 Vertical	86 x 254	101.6 x 273.05	107.95 x 279.4
1/2 Island	117 x 191	133.35 x 203.2	139.7 x 209.55

Printing: Offset

Binding: Saddle-stitched

Paper: 67 lb. sheet-fed gloss

Inserts: Contact publisher for specifications

Material Required

Ads should be submitted in a digital format. PDF/X1a, Native InDesign, Illustrator and PhotoShop documents are accepted for both PC and MAC. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap image and QR codes resolution must be 1200 dpi.

Preferred Media

Email or FTP. PDF/X-1a files can be e-mailed to preflight@sosland.com. Files submitted via FTP require a PDF for proofing. MAC files must be compressed using Stuffit Software. For additional information, contact the Preflight Department.

4-Color Specifications

Density: Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

Colors Available

Publication prints standard 4-color process. Metallic and PMS colors are printed at additional cost. At publisher's discretion PMS colors may be manufactured from process colors.

Composition by Publisher

At advertiser's request, publisher will compose advertisements, typeset in display material available in-house, and make alterations. The advertiser will be billed a minimal production charge (publisher's cost + 15%). Proofs will be provided upon request to the advertiser if production deadlines are met.