

FROZEN EXPRESS

REACH

2,400

High-Level Leaders & Managers in all Segments of the Frozen Food Industry

EVERY DAY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C TOP BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

This message contains images. If you don't see images, click here to view.
[Click here to advertise in this news brief.](#)

VANTIX
 vantixlogistics.com
 in logistics industry since 1999

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AMERICAN FROZEN FOOD INSTITUTE
FrozenExpress
 AFFI's Daily News Bulletin

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LEADING THE NEWS

Designing a better food label
 The New York Times
 How should the government improve the food label? A project at the University of California, Berkeley, School of Journalism has taken on the task of designing a better food label, asking for ideas to replace the current black and white "Nutrition Facts" label that appears on every food package. [MORE](#)

Danish packaging manufacturer aims to improve frozen food packaging
 Food & Drink News
 Farach Plast Ltd. has developed a high strength "frost" CPET (Crystalline Polyethylene Terephthalate) material for the packaging of frozen food products. For added accuracy, the Denmark-based company also developed a "real-life" test environment to ensure unrivaled impact and crush resistance at low temperatures. [MORE](#)

Sen. Chuck Schumer, D-N.Y., is attempting to revive moribund efforts to pass a comprehensive immigration bill, telling POLITICO he will hold a hearing next week focused on the economic argument for an immigration overhaul. It's a subtle shift in emphasis for immigration reform advocates, who met recently with Schumer to plot a strategy. [MORE](#)

Product Showcase

Cold Stamping System CoolCore™
 The Butler Bender cold stamping system CoolCore™ offers entirely new possibilities in the production of chocolate shells as an alternative to conventional centrifugal processes. [MORE](#)

Intelligent Lighting System Overview
 Only the Digital Lumens Intelligent Lighting System integrates next-generation LEDs, networking, and software to reduce lighting-related energy use by up to 90%. [MORE](#)

IQF Freezers
 Driven by customer demands, IQF Frost freezing expertise has developed the most advanced individually quick frozen (IQF) technology on the market today. Our IQF freezer, the OctoFrost™, offers a combination of new innovative features and advantages not found in any other IQF freezer. [MORE](#)

NSW Food Authority that consumers want it to be compulsory. [MORE](#)

INDUSTRY NEWS

Packaging that knows when food is spoiling
 Packaging Europe
 Packaging that alerts consumers to food which is starting to spoil is being developed by researchers at Strathclyde. [MORE](#)

Restaurant group shifts show dates
 Refrigerated & Frozen Foods
 The National Restaurant Association said its 2012 National Restaurant Association Restaurant, Hotel-Motel Show — originally scheduled May 19-22, 2012, at Chicago's McCormick Place — will be held earlier, May 5-8, 2012, at Chicago's McCormick Place. [MORE](#)

Featured Companies

A M King
 A M King Construction is a "client-focused", design/build company that successfully delivers quality projects in the sectors of food processing and cold storage. [MORE](#)

BEST
 Sorting Food
 From wild to cultivated, from fresh to frozen, from whole to cut, in bulk or in bags... we get everything sorted, whatever color or defects. [MORE](#)

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[Download media kit](#)

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 65 emails to the 2,400 high-level leaders and managers in all segments of the frozen food industry (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top Banner
\$3000

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$2950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

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Featured Company Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size: **30k**

FROZEN EXPRESS, POWERED BY MULTIBRIEFS,
PROVIDES THE FROZEN FOOD COMMUNITY
WITH A DAILY SUMMARY OF THE MOST
TOPICAL AND RELEVANT POLICY, POLITICAL
AND INDUSTRY NEWS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of frozen food industry professionals.

FROZEN EXPRESS
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN FROZEN EXPRESS:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in Frozen Express solidifies your place among weekly information provided to AFFI members.



TARGETED DISTRIBUTION

Advertising in Frozen Express allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Frozen Express have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a daily publication, Frozen Express ensures your ad will be seen daily by our 2,400 subscribers.



AFFORDABLE

Advertising in Frozen Express is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Frozen Express has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Frozen Express.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.