

CATERING & EVENTS WEEKLY

REACH

8,000

CATERING AND EVENT PROFESSIONALS NATIONWIDE

EACH WEEK

MEDIA KIT



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# CATERING & EVENTS WEEKLY

the knot find everything you need WEDDING SHOP

**Top Stories**

**PRODUCT SHOWCASES**

**'Groomzillas' take lead in wedding planning**  
 ABC Good Morning America Share Like Comment  
 Make way "Bridezilla," the latest trend in weddings is the rise of the "Groomzilla." For some grooms, taking wedding planning into their own hands is simply a matter of wanting to help out their future bride. [MORE](#)

**Event planner says wedding gala an opportunity for networking**  
 Clio News & Review Share Like Comment  
 California event planner Jennifer Zepeda recalls planning her own wedding, the hassle of putting it all together and keeping it on a reasonable budget. About a year ago, she started her own business, which enabled her to take charge of organizing big events. Now Zepeda hopes to bring vendors and soon-to-be-wed couples together at the Clio Wedding Gala. [MORE](#)

**Product Showcase**

**Connie Duglin**  
 Shiny, smooth and elegant our satins add that "wow factor" to any occasion. With colors reaching across the rainbow you are sure to match any decor. Satins are available in table linens, overlays, runners, chair covers, sashes (chair ties), and napkins giving that splash of color to any event.

**AFR Special Events**  
 AFR Event Furnishings offers exquisite furniture and accessories rental for special events, corporate meetings, weddings, conferences, and trade shows nationwide.

**Bleu Cheese & Cranberry Puff**  
 Flavorful bleu cheese blended with cranberries nestled in a flaky puff pastry creates the perfect, sweet complement. **IDEA:** Make this small bite the center of any tea party by offering with desserts and dried fruits. Can be cooked and served hot or at room temperature.

**Catering & Events News**

**Deb-laden hospitality association disbands**  
 The Island Packet Share Like Comment  
 The Hilton Head Hospitality Association, a membership organization that has supported the South Carolina island's largest industry for more than 25 years, is disbanding. The association has members in the food and beverage and accommodations industries and related businesses. [MORE](#)

**Chef's competitive spirit is a winner for banquet, catering business**  
 Hotel F&B Share Like Comment  
 Excellence in conference foodservice often combines superb culinary instincts and training with an innovative spirit and a resume that features a varied collection of career choices. Soreth conference F&B "takes a whole lot of dedication and a lot of experience in the field," says Jason Weaver, executive chef of La Torretta Lake Resort & Spa on Lake Conroe in Montgomery, Texas. [MORE](#)

**CEO's site connects event planners with venues**  
 The Indianapolis Star Share Like Comment  
 Crystal Grava's career move came while planning a friend's wedding. Grava used the information she gathered to create Snapping.com, a Web-based database that connects consumers to local event venues and planners. The site offers about 1,800 venues and 100 event planners in metropolitan Indianapolis area and is looking to expand. [MORE](#)

**CURRENT PROMOTIONS**

**facturus** 50% OFF Direct Marketing Services Sponsor: Acturus **Uptango** FREE Payment Account Setup Sponsor: Cambridge Commerce

**Favorite quinceañera party songs**  
 Guambec Share Like Comment  
 There's a certain set of songs that will never be left out of any traditional quinceañera: cumbia, reggaeton, pop, rock, salsa — it's all there. There's a crazy amount of songs that could be on this list. The experts at Guambec.com narrow it down to the essentials. [MORE](#)

**Put fresh spin on traditional surf and turf**  
 Catersource Share Like Comment  
 If surf and turf seems a little ho-hum to you, you're in luck. It's easy to take this basic concept, upgrade it and maybe even save some money. [MORE](#)

**Featured Companies**

**E.B.J. Gallo Winery**  
 Whether it's an award-winning Pinot Noir crafted in California's North Coast or a memorable Malbec from Argentina, it's our goal to provide world-class products. [MORE](#)

**Aramark**  
 ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel. [MORE](#)

**NACE News**  
 Home About Membership Chapters Education Events Foundation Staff

**The NACE Experience! What are you waiting for?**  
 NACE Share Like Comment  
 We are about a month away from the NACE Experience!™ in Reno-Tahoe. This is your opportunity that only comes once a year to reunite with your National Association of Catering Executives friends and contacts. Get ready to forge new ties with excellent business contacts from all across the country. Check out the new Foundation Fundraiser and Experience updates. [MORE](#)

**Certified Professional Catering Executive news**  
 NACE Share Like Comment  
 Attain the respect you deserve as a leader in the catering and event industry. Exam application deadline approaching to be tested at the Experience conference in Reno-Tahoe. Additional educational resources are at your fingertips! [MORE](#)

**Myxo Tableware**  
 Heavyweight 18/10 Flatware Beautiful High Polished Hammered Finish

B

B1

F

A

C

D

# 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/1 TOP/BOTTOM 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.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

### G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

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 13 emails to the 8,000 catering and event professionals worldwide (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper Top/Bottom  
**\$2000/\$1750**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



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Product Showcase  
**\$1500**

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



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Featured Company  
**\$1500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**



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Current Promotion  
**\$1000**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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CATERING & EVENTS WEEKLY, BROUGHT TO YOU BY NACE AND POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO MEMBERS OF THE OLDEST AND LARGEST CATERING ASSOCIATION IN THE NATION, ENCOMPASSING ALL ASPECTS OF THE CATERING INDUSTRY.

Catering & Events Weekly 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 catering and event professionals in the U.S.

CATERING & EVENTS WEEKLY  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN CATERING & EVENTS WEEKLY:



## CREDIBLE SOURCE

For more than 50 years, our members have turned to the association as the informational authority of the industry. Advertising in Catering & Events Weekly solidifies your place among weekly information provided to NACE members.



## TARGETED DISTRIBUTION

Advertising in Catering & Events Weekly 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 Catering & Events Weekly 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 weekly publication, Catering & Events Weekly ensures your ad will be seen weekly by our 8,000 subscribers.



## AFFORDABLE

Advertising in Catering & Events Weekly 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 Catering & Events Weekly 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 Catering & Events Weekly.



## TRACK CAMPAIGN EFFECTIVENESS

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