Ratecard Description Line Description Rate

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| 2023 - PFW - Banner Ads on 3rd Party - NM | Banner Ads on 3rd Party | 50 |
| 2023 - PFW - Content Creation - NM | Video Editing | 650 |
| 2023 - PFW - Content Creation - NM | Case Study Creation | 2600 |
| 2023 - PFW - Content Creation - NM | Video Creation | 2600 |
| 2023 - PFW - Content Creation - NM | Webinar Brief PDF | 2600 |
| 2023 - PFW - Content Creation - NM | Printable PDF Only | 600 |
| 2023 - PFW - Content Creation - NM | Video Creation | 5300 |
| 2023 - PFW - Permission Builder - NM | Permission Builder 2022 | 2100 |
| 2023 - PFW - Sponsored Quiz - NM | Food Plant Digitalization | 6200 |
| 2023 - PFW - Sponsored Quiz - NM | Plant Modernization/Expansion trends post-COVID (design/build) | 6200 |
| 2023 - PFW - Supplied HTML Additional Links - NM | Additional Links | 550 |
| 2023 - PFW - Custom Question - NM | Custom Question | 550 |
| 2023 - PFW - E-blast Extension - NM | E-blast Extension | 800 |
| 2023 - PFW Standard Eblasts - NM | Co-Branded Newslettter | 4400 |
| 2023 - PFW Standard Eblasts - NM | Whitepaper | 4200 |
| 2023 - PFW Standard Eblasts - NM | Case Study | 4200 |
| 2023 - PFW Standard Eblasts - NM | E-Book | 4200 |
| 2023 - PFW Standard Eblasts - NM | Event | 4200 |
| 2023 - PFW Standard Eblasts - NM | Supplied HTML | 4850 |
| 2023 - PFW Standard Eblasts - NM | Industry Webinar | 4200 |
| 2023 - PFW Standard Eblasts - NM | Product Update | 4200 |
| 2023 - PFW Standard Eblasts - NM | Video | 4200 |
| 2023 - PFW Standard Eblasts - NM | Infographic | 4200 |
| 2023 - PFW Standard Eblasts - NM | 4-up Video | 4250 |
| 2023 - PFW Standard Eblasts - NM | 4-up Product Update | 4250 |
| 2023 - PFW Standard Eblasts - NM | Technology Minute | 5250 |
| 2023 - PFW Standard Eblasts - NM | Webinar | 4200 |
| 2023 - PFW - Facebook - NM | Sponsored Post - Targeted | 2500 |
| 2023 - PFW - Facebook - NM | Sponsored Post - General | 5000 |
| 2023 - PFW - Facebook - NM | Video - Targeted | 2500 |
| 2023 - PFW - Facebook - NM | Video - General | 5000 |
| 2023 - PFW - LinkedIn - NM | LinkedIn - Targeted | 3500 |
| 2023 - PFW - LinkedIn - NM | LinkedIn- General | 7000 |
| 2023 - PFW - Leaders in Processing - NM | Leaders in Processing | 0 |
| 2023 - PFW - Telephone Lead Generation - NM | PFW - Telephone Lead Generation | 3950 |
| 2023 - PFW - Native Ads on 3rd Party - NM | Native on 3rd Party | 100 |
| 2022 - AW - PFWNLBN - NM | PFW Beta Newsletters | 0 |
| 2023 - PFW - ProFood World Focus - HOUSE | PFW Focus Slot - House Materials | 0 |
| 2023 - PFW - ProFood World Focus - NM | Focus | 1700 |
| 2023 - PFW - Hand Picked - NM | Hand Picked | 4050 |
| 2023 - PFW - New Issue Alert - NM | PFW - New Issue Alert | 1700 |
| 2023 - PFW Magazine - NM | Global 250 Sponsorship | 5500 |
| 2023 - PFW Magazine - NM | Inside Front Cover | 5100 |
| 2023 - PFW Magazine - NM | Outside Back Cover | 5100 |
| 2023 - PFW Magazine - NM | Inside Back Cover | 5100 |
| 2023 - PFW Magazine - NM | 1/3 Page Horizontal | 2600 |
| 2023 - PFW Magazine - NM | 1/2 Horizontal Spread | 5100 |
| 2023 - PFW Magazine - NM | 1/2 Page Island | 3400 |
| 2023 - PFW Magazine - NM | 1/2 Page Horizontal | 3400 |
| 2023 - PFW Magazine - NM | 1/2 Page Vertical | 3400 |
| 2023 - PFW Magazine - NM | 1/3 Page Square | 2600 |
| 2023 - PFW Magazine - NM | 1/3 Page Vertical | 2600 |
| 2023 - PFW Magazine - NM | 1/4 Page | 2100 |
| 2023 - PFW Magazine - NM | 2 Page Spread | 8100 |
| 2023 - PFW Magazine - NM | Full Page | 4300 |
| 2023 - PFW Magazine - NM | Leaders in Processing Profile | 0 |
| 2023 - PFW Magazine - NM | Insert | 4200 |
| 2023 - PFW - Template Creation - NM | Custom Template Creation | 950 |
| 2023 - PFW- Targeted Direct Mail - NM | Targeted Direct Mail | 1900 |
| 2023 - PFW - Targeted Direct Mail (add' 1000 names) - NM | Add'l 1000 names | 350 |
| 2023 - PFW - Video Pre-Roll 3rd Party - NM | Pre-Roll on 3rd Party | 50 |
| 2023 - PFW - Webinar - NM | Webinar | 1550 |
| 2023 - PFW - Native on PFW.com - NM | Native on PFW.com | 1100 |
| 2023 - PFW - Banner Ads on PFW.com - NM | Company Targeted Sponsorship Flexi | 200 |
| 2023 - PFW - Banner Ads on PFW.com - NM | Flexi-Size | 150 |
| 2023 - PFW - Banner Ads on PFW.com - NM | Roadblock Flexi Campaign | 200 |
| 2022 - PFW Standard Eblast - CPC - NM | Co-Branded Newslettter CPC Sponsorship | 1000 |
| 2022 - PFW Print - CPC - NM | 1/2 Page | 500 |
| 2022 - PFW Print - CPC - NM | Full Page | 1000 |