We Are Chefs

ACF Advertising Opportunities
WeAreChefs.com • The National Culinary Review
The Culinary Insider • ACF Website
WeAreChefs.com, now our fastest-growing platform, is a digital content hub with new stories every week, focused on a culinary-minded audience including the ACF chef and student community.

The National Culinary Review
Page 6
As ACF’s flagship magazine, NCR is read by thousands of chefs, students, educators and culinary professionals. Published bimonthly, select NCR articles are available on WeAreChefs.com, providing an additional digital venue for your products and brand.

The Culinary Insider
Page 8
Emailed biweekly to more than 24,000 readers nationwide, TCI e-newsletter provides members with regular news alerts and timely information on products and services offered by ACF and its partners.

ACF Website
Page 9
ACFChefs.org attracts more than 200,000 pageviews per month and offers numerous venues to promote your products and services. Book your schedule today to start driving customers directly to your website.
We are Chefs, Professionals, Educators, Students & Culinary Leaders—your brand can speak to all of us.

ACF’s digital content hub, WeAreChefs.com is a fresh and modern website for all things related to the culinary industry and ACF. Key sections include:

- Today’s kitchen culture — commentary on important issues affecting chefs, voices of prominent culinary leaders and trending topics;
- The latest menu trends according to ACF chefs and industry pros;
- Recipes across all our publications, from classical cooking to modern techniques;
- The latest news about ACF events, chefs, certification, apprenticeship, education and more.

Key Advertising Opportunities

- Sponsored content, advertorials, and photo essays
- Video integration
- Responsive banner ads
- Exclusive sponsorships
Publish your content and promote your brand in these key sections.

**National Culinary Review**

The National Culinary Review (NCR), is ACF’s bimonthly flagship magazine for professional chefs and food service pros.

**Sizzle**

Sizzle is a digital publication dedicated to serving young chefs, including ACF culinary students. Sizzle brings professional techniques, training and ideas to the next generation of professional chefs.

**Back of the House**

ACF’s blog, Back of the House, features the latest updates from ACF, including recipes, news and articles for and by ACF member chefs, foodservice industry professionals, culinary students and enthusiasts.
ACF
WEARECHEFS.COM

Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Desktop</th>
<th>Mobile</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard - Article Pages</td>
<td>728x90</td>
<td>300x250</td>
<td>$1,250</td>
<td>$1,000</td>
</tr>
<tr>
<td>Inline Rectangle - Article Pages</td>
<td>300x250</td>
<td>300x250</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>Inline Rectangle - Homepage</td>
<td>300x250</td>
<td>300x250</td>
<td>$900</td>
<td>$750</td>
</tr>
</tbody>
</table>

File format: Please submit desktop and mobile ads in png, jpg or gif format. Files must be under under 40kb and web-ready.

Sponsored Article

<table>
<thead>
<tr>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes a headline, 500-600 word article, images and two social media mentions via ACF’s Facebook, Twitter or Instagram accounts (120k+ followers). Sponsored article will rotate on the WeAreChefs.com homepage for 2-weeks and will be archived as evergreen content.</td>
</tr>
<tr>
<td>$2,500</td>
</tr>
</tbody>
</table>

Video Add-on (sponsor supplied content)

| 1,000 |

File format: Please submit your article as a Word document: headline, copy, author’s name and title. Company logo and images are optional, but will enhance the readability of the page. ACF will be responsible for the final layout. All content is subject to ACF’s approval. Please contact us to inquire about content produced by ACF marketing, including video, featured articles and advertisements.

Reserve Your Space!

Dave Merli
Sales Partner
Phone: (904) 484-0319
Email: sales@acfchefs.net

Submit your advertising request today!

File Guidelines

Submission:
Electronic files may be submitted to ACF via FTP site. Please follow the instructions below:

Address: www.acfchefs.org/FTP
Password: acf

1. Enter the following required fields:
   - Email and Subject
2. Drop or add your files into the portal
3. Click on ‘Send Files’

Please note:
Please provide materials 10 business days prior to campaign launch. Advertising and sponsored content is subject to ACF review. Prepayment will be required on any account that is 90 days past due.

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ACF
THE NATIONAL CULINARY REVIEW

Gain access to 18,000+ chefs and culinary professionals.

Advertise in The National Culinary Review (NCR) and position your company in front of key decision-makers and consumers in the foodservice industry.

Reach
More than 18,000 chefs and culinary professionals from country clubs, restaurants, restaurant groups, schools, hotels and other culinary-related industries.

Reader Profile
✓ Majority of readers are 30-49 years old
✓ 82% agree NCR provides useful information
✓ 76% agree NCR helps them stay current with trends
✓ 76% agree NCR provides timely information

In Every Issue
✓ Main Course
✓ On the Side
✓ Pastry
✓ Management
✓ Health

Source: ACF Member Survey 2017

2019 Editorial Calendar

January/February
ACF 90TH ANNIVERSARY ISSUE
CHEFCONNECT-ATLANTIC CITY ISSUE
Special Edition: 90th Anniversary, ACF History, 90 Years of the Culinary Industry, 2019 Food Trends
Space: 11/21/18 | Materials: 11/28/18

March/April
CHEFCONNECT-MINNEAPOLIS ISSUE
Feature Focus: Sustainability, Vegetarian/Vegan, Frozen Food, The Evolution of Breakfast, Farmer’s Markets, Staffing
Space: 1/8/19 | Materials: 1/15/19

May/June
Feature Focus: Diversity, Middle Eastern Cuisine, The Modern Beef Industry, Hospital Dining, Mental Health, Military Chefs
Space: 3/8/19 | Materials: 3/15/19

July/August
ACF NATIONAL CONVENTION ISSUE
Feature Focus: Tech, Culinary Arts Education, School Food, Outdoor Cooking, Catering to Sports Fans
Space: 5/9/19 | Materials: 5/16/19

September/October
ACF YEAR IN REVIEW
Special Edition: ACF Year in Review, Special Departments: Certification, Membership, Education, Apprenticeship, and Publications, Holiday Dining, Competitions, 2019 Preview
Space: 9/10/19 | Materials: 9/17/19

W: ACFCHEFS.ORG | P: (904) 484-0319 | E: SALES@ACFCHEFS.NET
**ACF THE NATIONAL CULINARY REVIEW**

## Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Four-Color Process (4C)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$7,313</td>
<td>$6,951</td>
<td>$6,583</td>
<td>$5,854</td>
</tr>
<tr>
<td>Full page</td>
<td>$4,604</td>
<td>$4,372</td>
<td>$4,148</td>
<td>$3,686</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$3,869</td>
<td>$3,675</td>
<td>$3,486</td>
<td>$3,098</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,776</td>
<td>$3,208</td>
<td>$3,040</td>
<td>$2,704</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,546</td>
<td>$2,420</td>
<td>$2,294</td>
<td>$2,037</td>
</tr>
<tr>
<td>1/12 page</td>
<td>$695</td>
<td>$660</td>
<td>$625</td>
<td>$560</td>
</tr>
<tr>
<td>Premium Positions (4C)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,024</td>
<td>$4,772</td>
<td>$4,526</td>
<td>$4,022</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$5,486</td>
<td>$5,213</td>
<td>$4,940</td>
<td>$4,389</td>
</tr>
<tr>
<td>Page 3 (right facing)</td>
<td>$5,024</td>
<td>$4,772</td>
<td>$4,526</td>
<td>$4,022</td>
</tr>
</tbody>
</table>

## Advertising Sizes (width x height)

- **Full Page**
  - Bleed: 8.625" x 11.125"
  - Trim: 8.375" x 10.875"
- **Spread**
  - Bleed: 17.25" x 11.125"
  - Trim: 16.75" x 10.875"
- **Back Cover**
  - Bleed: 8.625" x 9.5"
  - Trim: 8.375" x 9.375"

**Submission:**
Electronic files may be submitted to ACF via FTP site. Please follow the instructions below:

**Address:** www.acfchefs.org/FTP
**Password:** acf

1. Enter the following required fields:
   - Email and Subject
2. Drop or add your files into the portal
3. Click on ‘Send Files’

**Please note:**
It is critical for materials to arrive on or before the deadline. Keep live matter 3/8” from all trim sides. Advertising content is subject to ACF review. Prepayment will be required on any account that is 90 days past due. ACF will not be held responsible for color without a printed color proof. Color keys and progressive proofs are acceptable. Inkjet printouts are not recommended.

**Preferred format is a PDF/X-1a sent digitally to ACF. Other acceptable formats are:**

- **PDF:** Press-quality created directly from QuarkXPress, Adobe InDesign or other page-layout application.
- **Adobe InDesign:** (CS3 or Interchange INX format). Please follow the guidelines below:
  - Properly-sized ad completed with files, no changes necessary.
  - Images should be 300 DPI, scaled at 100% and CMYK (process) color. If scaled differently, ACF is not responsible for quality of output.
  - All images and EPS (vector) format files used must be included with files.
  - All fonts (including printer and screen fonts) must be included with files.
- **Adobe Illustrator:** Convert text to outlines. Import images into Illustrator as 300 DPI and CMYK, placed rather than linked.
- **Adobe Photoshop:** File must be CMYK, 300 DPI and should not exceed 40MB. If file is an unflattened PSD, include all fonts used.
Advertise in ACF’s official member e-newsletter.

The Culinary Insider is a biweekly subscription e-newsletter that delivers timely, relevant news to more than 24,000 readers nationwide. Flexible and measurable advertising opportunities are available in every issue.

E-newsletter Metrics

✓ Average open rate: 26%
✓ Average click-through rate: 10%

Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Open</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>26x</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Banner</td>
<td>$600</td>
<td>$540</td>
<td>$485</td>
<td>$440</td>
<td>$395</td>
</tr>
<tr>
<td>469x60 pixels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B Skyscraper</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>150x350 pixels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C Sponsored Content</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>80 words with image*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Sponsored content ads include a maximum of two links within the text and one link attached to a logo/image (100x150 or 150x100 pixels).

Guaranteed Placements

Additional $50 per issue for placement guarantee on top banner and skyscraper positions.

Artwork Deadline

Ads are due on the 20th of each month for the following month’s e-newsletter publications. Limited advertising space is available per issue. Ad position guarantees are not available on sponsored content placements.

File Guidelines

- Nontransparent JPEG required (max 96 DPI)
- Units designed with a minimum 1-pixel border
- Interaction with the user can only take place if the mouse is within the advertisement area
- No ads that require/install plug-ins

W: ACFCHEFS.ORG  |  P: (904) 484-0319  |  E: SALES@ACFCHEFS.NET
ACF’s website is one of the most cost-effective ways to market your products.

Stay connected to key decision-makers in the culinary industry through ACF’s website. ACFChefs.org offers numerous venues for advertisers and is continually evolving to provide partnership opportunities for maximum advertiser value.

Website Metrics
✓ Unique visitors per month: 31,000
✓ Pageviews per month: 200,000

Advertising Rates

<table>
<thead>
<tr>
<th>Primary Section Pages</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Skyscraper (right of page) 250x450 pixels</td>
<td>$850/mo</td>
<td>$800/mo</td>
<td>$750/mo</td>
</tr>
<tr>
<td>B  Homepage Content Block Content with image*</td>
<td>$1,000/mo</td>
<td>$950/mo</td>
<td>$900/mo</td>
</tr>
<tr>
<td>C  Skyscraper 250x450 pixels</td>
<td>$850/mo</td>
<td>$800/mo</td>
<td>$750/mo</td>
</tr>
</tbody>
</table>

*Homepage content block ads include a heading (28 characters, not to exceed one line of text in title case), description (115 characters, not to exceed three lines of text) and an image (458x324 pixels).

Section Pages
Ads placed on a section page will appear throughout the section.
- About ACF
- Membership
- Schools
- Certify
- Events
- Partnership
- Resources

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ACF Chefs Represent the Industry’s Best.

Get started on your media plan today.

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Sales Partner
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Email: sales@acfchefs.net