



2016 Advertising Rates

Las Vegas' Food & Beverage Industry-Dedicated Magazine

Print Ads	1X	6X	12X
Cover + 2 Page Editorial + Full Page Ad	\$5,000	<i>Only one cover per advertiser per year. Cover acceptance will be at the Editor-in-Chief's discretion.</i>	
Full Page back cover 8.5" x 11" full bleed	\$2,200	\$2,000	\$1,500
Full Page inside cover 8.5" x 11" full bleed	\$1,700	\$1,500	\$1,000
Full Page inside back cover 8.5" x 11" full bleed	\$1,700	\$1,500	\$1,000
Full Page 8.5" x 11" full bleed	\$1,200	\$1,000	\$800
Half Page 7.5" x 5"	\$700	\$600	\$500
Quarter Page 3.75" x 5"	\$500	\$400	\$300
Business Card 2" x 3.5"	\$150	\$125	\$100

Website Banner Ads	Monthly
360 x 360	\$100
360 x 720	\$150
740 x 100	\$200

ALL RATES ARE NET

RATE CARD v11.17 - 2016

Contact your sales representative or info@lvfnb.com for more information and website rates.

- All ads are full-color.
- All ads include logo and link on www.lvfnb.com and ad placement in the online issue.
- Rates are for print-ready supplied artwork only. Design services are available at \$40 per hour. Please request a quote for more accurate design pricing.

2016 Editorial Schedule

Issue	Due Date	Featured Theme	Bonus Distribution
January	12/17/2015	Nat'l Bread & Soup Month	Fancy Food Show, Tobacco Show, CES
February	1/17/2016	Nat'l Potato Month	Nat'l Grocers Asso. Expo, Chinese New Year
March	2/17/2016	Nat'l Pizza Month	Pizza Expo, Catersource, International Restaurant Show, Nightclub & Bar Show, Niigata Sake Festival, Exhibitor Expo
April	3/17/2016	Nat'l Food Month	UNLVino, NATO/WSWA, Home Based Travel Expo
May	4/17/2016	Nat'l Beef Month	HD Expo, ACF Chefs Golf, NRA-Chicago, Vegas Uncork'd, World Tea Expo, Healthy Beverage Show, Epicurean Affair
June	5/17/2016	Nat'l Dairy Month	Laughlin's Chefs Fest, Nat'l Market Place, ACF LV Chef of the Year
July	6/17/2016	Nat'l Culinary Arts Month	ACF Chef's National Convention, Hawaii Hospitality Expo, I.T. Equipment Review
August	7/17/2016	Nat'l Sandwich Month	Western FS Show-LACC,
September	8/17/2016	Nat'l Chicken Month	Flavors Of The Heart, San Gennaro, G2E, LV Largest Mixer, Festivino
October	9/17/2016	Nat'l Seafood Month	Signature Chefs Las Vegas, Life is Beautiful, Taste of the Nation, Foodie Fest
November	10/17/2016	Nat'l Pepper Month	Supply Side West
December	11/17/2016	2016 Year in Review Holiday Issue	Ultimo, ACF Chefs Christmas Dinner

ABOUT THE LAS VEGAS FOOD & BEVERAGE PROFESSIONAL

The Las Vegas Food and Beverage Professional is the only industry-dedicated publication serving the Greater Las Vegas Valley. In print monthly (5,000+ copies) and online (65,000 monthly requests) at www.lvfnbpro.com, it is currently serving over 70,000 monthly industry readers locally, regionally and nationally. Additionally, we e-blast a biweekly flyer to our 18,000 F&B Professional databases.

Our readers include: F&B & Purchasing Departments at all major properties, front & back of the house-chefs, foodservice management, waitstaff, catering, beverage & bar managers, mixologists & bartenders, culinary schools, independent and multi-unit specialty & QSR restaurants, ACF Chefs Association & all local F&B related organizations and many industry suppliers of goods & services to the Las Vegas food & beverage market.

Extra copies are circulated at all major F&B Industry Expos/Shows/Events and we also exhibit at those here in Las Vegas, including World Tea Expo, NBWA, F&B@G2E, Global Gaming, Catersource Show, Nightclub & Bar Show, Pizza Expo, Coffee & Dessert Show, NRA, International Bakery Expo, Asian Food Show, SOS-Taste of the Nation, International Restaurant Show and Vegas Uncork'd.

Membership and affiliations include the following:

- ACF Chefs Las Vegas-Associate Advisory Board since 2004
- USBG-United States Bartenders' Guild-Nevada Chapter
- IFSEA-Int'l Food Service Executives Association-Board Member
- JCCNV-Japanese Chamber of Commerce of Nevada-Media Management
- NVRA-Nevada Restaurant Association
- Food & Beverage Directors Association
- CSA-Convention Services Association
- NTOA-Nevada Tavern Owners Association
- NACE-Nat'l Association of Catering Executives
- National Concierge Association of Nevada
- Asian Chamber of Commerce
- LVHA-Las Vegas Hospitality Association

50 YEARS OF FOODSERVICE EXPERIENCE
AND SERVING THE SERVICE INDUSTRY IN
LAS VEGAS SINCE 2002

The Las Vegas
FOOD & BEVERAGE
P R O F E S S I O N A L

www.lvfnbpro.com