

MEDIAKIT

YOUR SOURCE... for what's new in foodservice

WHAT'S NEW
RESOURCE

2022

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WHAT'S NEW

RESOURCE

If it's new... let's tell the industry about it!

Here's how we can help. Where can today's foodservice decision makers explore the vast array of new product and services continually entering the market? With fewer face-to-face meetings and trade shows reinventing themselves, it's hard to stay on top of WHAT'S NEW.

That's why we've developed **What's New Resource**. A tried and true approach to promoting new products - built with the needs of today's user in mind. What's New Resource reaches all channels in the foodservice industry - traditional foodservice, QSR, FSR, C&U, K-12, hotels, B&I hospitals/healthcare, c-store, retail deli and more. Here, recent introductions are aggregated and presented in one simple and convenient place. The site is easy to navigate and with a single click, users can learn more and directly contact providers of new items.

And there's no cost. **Standard Listings are FREE**, so everyone from a start-up to a major brand gets an opportunity to promote their NEW offering. And our growing community following of over 15,000 users gets a sneak peek at the newest beverage, food, equipment, supplies, and service concepts for their businesses... for FREE.

How does it work?.... in addition to our standard FREE listings, we also offer **High-Impact Enhanced Listings** in addition to **Digital Display Ad Space**. Enhanced Listings include expanded product details, a logo, and links to company sales materials, website and a video. The site is constantly changing as each listing will appear on our site for a maximum of 60 days. We want to make sure it's fresh, relevant and NEW for you.

Display ads are available to run the entire site or specific key categories. Again, we want to keep it fresh, so we are limiting display ads to one (1) month increments and are renewable upon availability.

Here's how our FREE and ENHANCED LISTINGS compare:

STANDARD LISTING FREE

- ✔ Product Image
- ✔ Product Description
- ✔ Brand Logo
- ✔ Website Link
- ✔ Video Link
- ✔ Sales Sheet Link
- ✔ NRA Booth Number

HIGH IMPACT LISTING

ENHANCED LISTING \$350

- ✔ Product Image
- ✔ Expanded Product Description
- ✔ Brand Logo
- ✔ Website Link
- ✔ Video Link
- ✔ Sales Sheet Link
- ✔ NRA Booth Number

STANDARD LISTING

Garland/Welbilt Active Compression Griddle



Garland/Welbilt Active Compression

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HIGH IMPACT LISTING

Garland/Welbilt Active Compression Griddle



Garland/Welbilt Active Compression



NRA BOOTH # XXXX

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SALES SHEET VIDEO

WEBSITE LINK <https://www.garland-group.com>

Our STANDARD FREE LISTING provides a product image, headline and product description... up to 200 characters.

Want more exposure?... Opt in for our high-impact ENHANCED LISTING. Your \$350 investment provides an expanded product description – up to 2,000 characters, a brand logo, web link, sales sheet link, video link and upcoming show booth number.

- Enhanced Product Image
- Brand Logo
- NRA Booth Number
- Expanded Product Description
- Website Link
- Video Link
- Sales Sheet Link

Placing your listing is easy... just click below!

STANDARD LISTING

ENHANCED LISTING

Want even more exposure?...

Consider a digital display ad unit.

We've standardized and simplified our digital ad unit offerings. This approach reduces your creative development process as well as site location selection.

Digital display units are broken into two distinct areas: Super Display and Category Run of Site.

■ **SUPER DISPLAY:** These ads appear throughout the site. They are offered in three locations:

Super Leaderboard – Appears at the top of every page

Super Rectangles (2) – Appear in the footer of every page

■ **CATEGORY RUN OF SITE:** Select your choice of home page, or any other available category including: Innovation Winners for 2020, 2021 and 2022 or Beverages, Equipment, Food, Supplies and Services. There are three units available for each category (four on the home page) –

Leaderboard (home page only) – Appears at the top of the page

Skyscraper – Appears at the right of the category content

Square 1 – Appears immediately below the Skyscraper

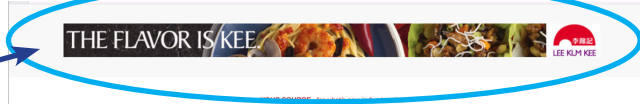
Square 2 – Appears below Square 1

Display Ad units run for a period of ONE month beginning the first day of the month.

All display ad units are on a first come/first serve basis. WNR will do our best to avoid competitive message positions, however no guarantee is made.

See the following chart on page 7 for "Charter Advertiser" NET Rates.

Super Leaderboard
Appears on ALL Pages



Leaderboard
Appears on HOME Page



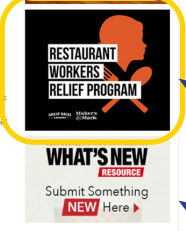
Skyscraper
Appears on SPONSORED Pages



Rectangle 1
Appears on SPONSORED Pages



Rectangle 2
Appears on SPONSORED Pages



House Ad
Appears as needed



Super Rectangle
Appears on ALL Pages



Super Rectangle
Appears on ALL Pages

Creative Units



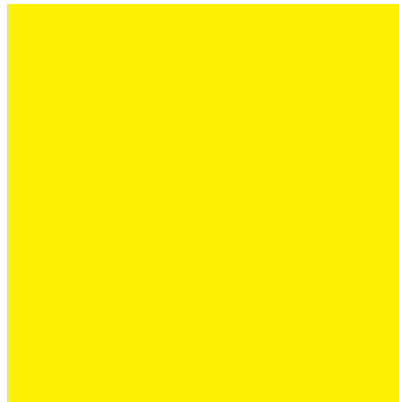
Super Leaderboard - 960 x 60



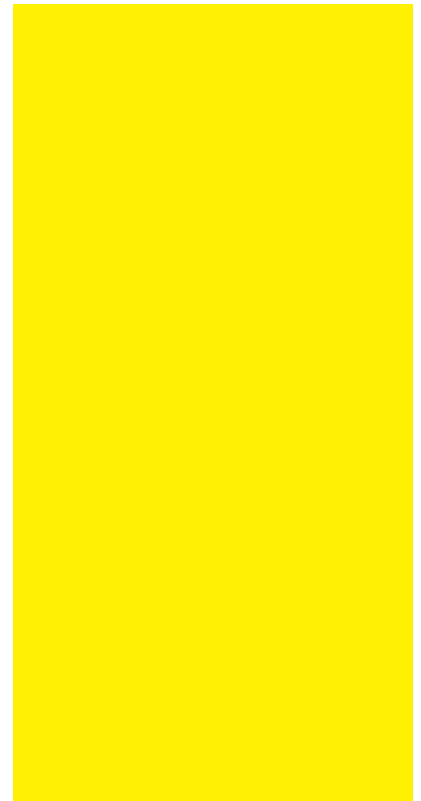
Leaderboard - 728 x 90



Super Rectangle - 300 x 250



Square - 300 x 300



Skyscraper - 300 x 600

DIMENSIONS ARE PRESENTED IN PIXELS

File Types Accepted: .jpg, .png, .gif

Maximum file size: 60K; no animation

Files should be trafficked to: ads@whatsnewresource.com

Material Deadline: Min 1 week prior to placement

Charter Advertiser Rates (net):

Rates indicated are for a One Month Period.

All space contracts begin at the 1st of the month.

Digital files and payment are due 1 week prior to start.

Files Formats: .jpg, .png, .gif. | Max file size: 60K. | No Animation.

Space subject to availability.

Placing your ad is easy... email or call us today

Ads@WhatsNewResource.com
714-547-6383

Space	Dimensions (px)	Rate/Month (net)
SUPER UNITS – Appear on ALL Pages		
Super Leaderboard	960 x 60	\$500.00
Footer Rectangle 1	300 x 250	\$400.00
Footer Rectangle 2	300 x 250	\$400.00
HOME PAGE		
Leaderboard	728 x 90	\$425.00
Skyscraper	300 x 600	\$350.00
Square 1	300 x 300	\$275.00
Square 2	300 x 300	\$275.00
INNOVATION WINNER SPONSOR PAGES – 2020/2021/2022		
Skyscraper	300 x 600	\$325.00
Square 1	300 x 300	\$250.00
Square 2	300 x 300	\$250.00
CATEGORY SPONSOR PAGES – BEVERAGES/EQUIPMENT/FOOD/SUPPLIES/SERVICES		
Leaderboard	728 x 90	\$300.00
Skyscraper	300 x 600	\$275.00
Square 1	300 x 300	\$225.00
Square 2	300 x 300	\$225.00

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RESOURCE



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Ads@WhatsNewResource.com

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