



ADVERTISING CONTRACT 2002

GEORGIA SCHOOL FOOD
SERVICE ASSOCIATION



Plus One Media

Company Name _____ Contact Person _____
 Street Address _____ Area Code _____ Telephone _____ Fax _____
 City _____ State _____ Zip _____
 Payment Enclosed Please send me an invoice

AD SIZES AND RATES

Fall 2002

Winter 2002

	<u>1x</u>	<u>2x</u>
<input type="checkbox"/> Back cover, 4 color	\$1040	\$988
<input type="checkbox"/> Inside front cover, 4 color	\$980	\$931
<input type="checkbox"/> Inside front cover, B/W	\$795	\$700
<input type="checkbox"/> Inside back cover, 4 color	\$920	\$874
<input type="checkbox"/> Inside back cover, B/W	\$695	\$600
<input type="checkbox"/> Full page, 4 color	\$680	\$646
<input type="checkbox"/> Full page, B/W	\$478	\$454
<input type="checkbox"/> 1/2 page, 4 color	\$409	\$389
<input type="checkbox"/> 1/2 page, B/W	\$303	\$288
<input type="checkbox"/> 1/4 page, B/W	\$199	\$189
<input type="checkbox"/> Business Card B/W	\$150	\$142

CAMERA READY REQUIREMENTS

Must be provided in same size, camera-ready form, either velox prints or negatives. Color separations are necessary for all color art. Single-piece color proof, color keys or progressive proofs must accompany supplied separations for 4-color process. 150-line screen negatives preferred; right-reading, emulsion side down. Email files are also acceptable. Call the number below for specifications.

COPY ACCEPTANCE

All advertising is subject to publisher's approval. Publishing reserves the right to reject advertising not in keeping with the publication's standards. Copy from previous insertions will be run if new copy is not received by closing date

TERMS

Rates are net; advertising agencies should add commission to the rate. Advertisers and agencies will be jointly held responsible for unpaid bills. On the 61st day of nonpayment, contract will be canceled and no further advertising will run until account is paid in full. Contracts may be terminated by either party on 60 days advance written notice. Back cover, inside front cover, and inside back cover positioning will be given to the companies that remit payment with contract on a first received basis. All other positioning is to the discretion of the layout designer.

MAILING AND SHIPPING INSTRUCTIONS

Return this signed contract, and all advertising materials to:
 Plus One Media, Inc. 1945 Cliff Valley Way, Suite 240
 Atlanta, Georgia 30329 404-325-0558 404-325-1690 - Fax
 email: plusone@plusonemedia.com

Checks payable to Georgia School Food Service Association

RATE _____

Rates are per insertion.

Guaranteed Positions - available at 10% premium

Business Reply Cards and Preprinted distribution are available.

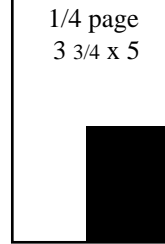
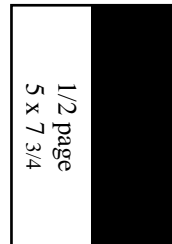
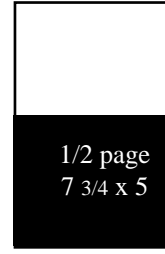
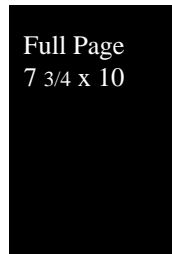
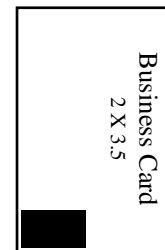
<u>Issue</u>	<u>Reservation</u>	<u>Artwork Due</u>	<u>Publish</u>
Fall 2002	July 1	July 10	August 15
Winter 2002	October 5	October 13	December 11

GEORGIA GEMS is the official professional journal of the Georgia School Food Service Association. With a potential expenditure of over 180 million dollars in food and supplies for the current school year, school food service in Georgia becomes a very lucrative market for industry. GEORGIA GEMS is published **twice** each school year and is considered one of the top state publications for school food service associations in the United States. *Georgia Gems* has a circulation of **6,000** which includes school food service professionals.

Please insert the enclosed advertising materials in Georgia Gems. I have indicated on this contract the position, size and color of my ad. I agree to the terms and conditions as described in this contract and signify my agreement by signing and dating this contract.

SIGNATURE _____

DATE _____



6,000 Members of the Georgia School Food Service Association Know that School Lunch and Breakfast is BIG business in Georgia

Over 1,000,000 lunches and almost 500,000 breakfasts are served each day. *Georgia Gems*, gives you the opportunity to put your products and services in front of those individuals responsible for making decisions throughout the state.

Georgia School Food Service Association is a nonprofit organization dedicated to serving the nutritional needs of Georgia school children. It is the professional association for person actively engaged in school food service programs.

The Georgia School Food Service Association is an affiliate of the American School Food Service Association.

1999 Georgia Schools Facts and Figures

1,955 public schools and private schools participated lunch program

The average number of lunches served daily: 984,416

74% of students participate in the school lunch program

Over 9 million dollars was spent on kitchen equipment

1480 or 78% of public schools offer breakfast programs

Approximately 342,290 breakfasts served daily

176,210,427 school lunches served

\$181,415,967 was used for purchasing food

\$119,538,441 cash sales from students and adults purchasing meals & snacks

\$28,541,701 used to purchase commodity foods

