



California League of Food Processors

Our members spend \$8.5 billion on products and services your company provides.

The CLFP Advantage

- The California League of Food Processors (CLFP) represents **95% of fruit and vegetable processors in California, including 100% of processors of tomatoes, peaches, pears and olives.**
- Nationally, CLFP represents **more than one-third** of all fruit and vegetable processors.

Who We Are

Established in 1905, CLFP represents the business interests of California's dynamic food processing industry. Our food processing members supply the nation's consumers with premium quality fruits, vegetables, juices, sauces, cheeses, snacks, nuts, seasonings, and many other foods. They are available in every package type and size imaginable.

Member Profile

CLFP members include **top-level food processor executives**, food processor company personnel/managers and industry suppliers who operate more than 150 **processing plants** throughout California. CLFP's current membership includes the **most powerful brand names** in the United States food business, as well as the largest producers of private label and institutional food products.

Reinforce your marketing message among these decision makers by participating in CLFP's print and online resources.

For more information, please contact:

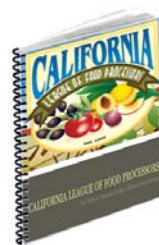


IN PRINT AND ONLINE —

Reach CLFP members throughout the year!

2011-2012 Membership & Committee Directory

Our annual *Membership Directory* features up-to-date contact information for all CLFP processor and supplier members. Members rely upon this who's who guide as a year-round purchasing and networking tool.



BONUS DISTRIBUTION of the directory goes to all tradeshow CLFP attends throughout the year, including Process Expo.

Membership & Committee Directory—DIGITAL EDITION

Our digital edition is posted on the CLFP website for members and is available to non-members for purchase. Extend your print investment with the unique benefits of digital media.



In the View eNewsletter

CLFP's eNewsletter is mailed monthly to 2,000 members. Whether in the office or on the go, subscribers can stay informed of the latest industry developments and association news.



To learn more about California League of Food Processors, visit:

www.clfp.com



In the View eNewsletter

About the eNewsletter

Now more than ever, professionals consume information on the go. *In the View* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 2,000 decision-makers on a monthly basis
- In addition to CLFP members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CLFP publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Rates

Horizontal Banner

12 Months | \$3,000 6 Months | \$1,650 3 Months | \$900

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner

12 Months | \$2,500 6 Months | \$1,375 3 Months | \$750

- Four positions available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Specifications

Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

