

DDBC NEWS

Serving the Dairy, Deli & Bakery Industry

Established in 1964, DDBC News is the official publication of the DDBC of Southern California, formerly the Deli Council. Published monthly by Pacific Rim Publishing in Huntington Beach, CA. DDBC News targets the retail decision makers in the perishables industry, including:

- Chain store executives
- Buyers
- Category managers
- Merchandisers
- District managers
- Store-level personnel

By advertising in DDBC News, your ads will be viewed by the people who buy, order, and merchandise your products. The magazine will reach 85 percent of the total Dairy/Deli/Meat/Bakery buying power in the highly competitive western states with a circulation of more than 5,000 and an estimated readership of 12,000.

DDBC News offers excellent support to your sales force by providing greater product exposure at store level on current authorized products and is a door opener to introduce new products and promotions.

On the national level, the magazine is widely read by all segments of the food industry, including:

- Manufacturers
- Distributors
- Warehousing
- Transportation
- Sales Organizations

Why advertise in the DDBC Magazine?

IT'S A FACT:

Major chain retailers at all buying levels are devoting less time to sales presentations.

At store level, sales reps are unable to communicate with department managers due to irregular hours.

A DDBC News ad serves as a reminder to the decision makers who buy, order, and merchandise your products.

DDBC News advertising reaches more than 1,200 high volume chain stores.

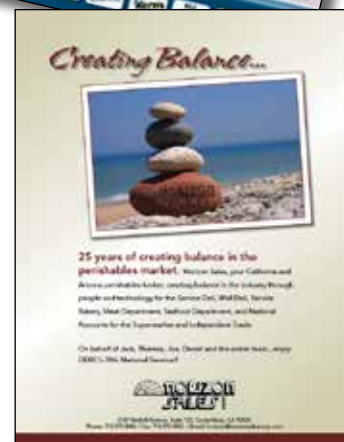
IT'S A FACT:

The fastest growing segment in the retail food industry is highlighted by the resurgence of the independent grocer.

This trend is being fueled by rapidly changing demographics in the marketplace and grocery chain mergers that have created store closings. As a result, the closings have provided excellent locations for independents.

DDBC News advertising reaches the top volume independents providing quick and inexpensive support to your own sales force.

The independent grocer who buys, orders and, merchandises your products reads DDBC News.



You have the option of supplying your own ad to the publisher, or you can utilize our design services. Contact your sales rep today for further information.

2020 Editorial Calendar:

WINTER:

Salute to DDBC Award winners: (Hall of Fame, Retailer of the Year, Supplier of the Year); Refrigerated Juices; Yogurt; Natural Foods Expo West in Anaheim.

SPRING:

Easter; In-Store Bakeries; Hams; Poultry; Cinco de Mayo; Mexican Foods; Memorial Day; Picnic Items; Grilling items; IDDBA Expo (New Orleans) bonus distribution; Fourth of July.

SUMMER:

National Hot Dog Month, Specialty Sausage, Refrigerated Pickles; Labor Day; Service Deli, Salads, Meats, Prepared Foods, Kosher Foods, Mexican Independence Day; Unified Grocers Expo (Long Beach) bonus distribution.

FALL:

52nd National DDBC Seminar (bonus distribution); Oktoberfest; Meat Dept. issue; Smoked Meats, Thanksgiving Holiday Foods kickoff; Hams, Turkey; Christmas/Hanukkah/Holidays/New Year Foods/Party Foods.



CONTACT:

Pacific Rim Publishing Co.
17931 Orkney Circle
Huntington Beach, CA 92647

Phone: (435) 674-3504
(714) 375-3900

Cell: (951) 533-6001

E-mail: dave.pacrim@verizon.net
dalva_fisher@hotmail.com

DDBC NEWS 2020 RATE CARD:

Effective January 1, 2020

(435) 674-3504 • (714) 375-3900

Cell (951) 533-6001

Reserve your ad space for the new 2020 issues. Don't have an in-house design team? No problem, we can even take care of the ad design for you, call today for details.

PUBLISHED QUARTERLY: Established 1964, DDBC News is the official publication of the DDBC of Southern California, Inc. It is published by Pacific Rim Publishing. Send materials to 17931 Orkney Circle, Huntington Beach, CA 92647.

CLOSING FOR SPACE RESERVATIONS: Space reservations are due the 15th of the month preceding date of issue. All materials are due the 18th of the month preceding the date of issue.

GENERAL ADVERTISING RATES / COLOR:

	1X	4X
1 page	\$1760	\$1705
2/3 page	\$1585	\$1575
1/2 page	\$1450	\$1400
1/3 page	\$1300	\$1275
1/4 page	\$1225	\$1200

COVER: Front/Back cover wrap rate is \$3,000. No packaging allowed on front cover. Both covers supplied by advertiser to meet high res digital file requirements.

Inside Covers	10% Premium
Center Spread	10% Premium
Bleed Charge	10%

PMS COLOR: Add \$300 Standard 4A color: add \$270. Editorial Color: add \$100. Advertising Rates are based on finished and complete digital files. Additional creation costs will be billed to the advertiser. Please check with your advertising representative for fees.

MECHANICAL REQUIREMENTS: (width x depth)

Publication trim size: 8 1/2" x 11"

Full page (non-bleed): 7 1/2" x 10"

Full page (bleed): 8 3/4" x 11 1/4"

2/3 page vertical: 4 1/2" x 10"

1/2 page: horizontal: 7 1/2" x 4 7/8"
vertical: 3 3/8" x 10"
island: 5" x 7"

1/3 page: horizontal: 7 1/2" x 3 1/3"
vertical: 2 3/16" x 10"

1/4 page: 3 3/8" x 4 7/8"

Double-truck (non-bleed): 16" x 10"

Cover/double truck (bleed): 17 1/4" x 11 1/4"

DIGITAL FILES:

All files supplied must be high res @ 300 dpi, CMYK, fonts included or outlined, links included. Software should be MAC based in: Adobe InDesign, Illustrator, Photoshop, Acrobat PDF. Deliver via disc to: Pacific Rim Publishing, 17931 Orkney Circle, Huntington Beach, CA 92647; or if under 5mb via email to: dave.pacrim@verizon.net

COPY & CONTRACT CONDITIONS:

- Publisher reserves the right to reject any objectionable copy.
- The advertiser agrees to hold the publisher harmless from all claims, damages and expenses arising out of the publication of any advertising accepted.
- Commission: 15% to recognized agency paid within 30 days. Advertisers will be short rated or rebated according, to actual number of insertions used during a one-year period from the month of first insertion.
- Advertising which simulates editorial content must be labeled "Advertisement." Publisher reserves the right to reject advertising not in keeping with the publication's standards. Contract advertisers are protected at existing rates for duration of contract. Rates determined by number of insertions of 1/8 page or more within 12-month period from date of first insertion Space size may vary with each insertion.

CIRCULATION INFORMATION:

- Circulation - 5,000. Distribution - Dairy, Deli, Bakery, Meat buyers, supervisors, managers, chain store executives, manufacturers, distributors, food brokers and associated services.
- Subscriptions - \$30 per year, payable in advance.