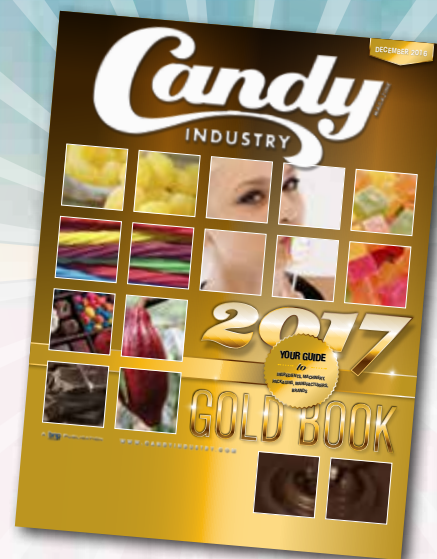


# 2017 GOLD BOOK

The Buyers Guide for the Global Confectionery Industry!

Get year-round exposure for your company, in print, digital edition and online, in the **GOLD BOOK**. An exclusive buyers guide and reference tool for product and supplier information in the global confectionery manufacturing and retail industry.



## 2017 Gold Book Print & Digital Editions

- The only industry resource of its kind
- Referred to year-round
- Reaches 14,101\* subscribers in all candy markets
- Exclusive Print and Digital Versions for the candy industry
- Handy Trade Show Calendar for our readers to plan their show attendance
- Candy Industry Supplier Guide and Cross-Referenced Product Guide
- Confectionery Manufacturers Guide and Cross-Referenced Product Guide

\*December 2015 BPA Brand Report TQ (11,934 print + 2,167 digital)

## 1/4 Page or Larger Display Advertisers in This Issue Receive:

- FREE Supplier Section Logo, FREE Enhanced Package Upgrade and FREE Social Media Icon Links!
- PLUS, Buy one ad and get the second ad for free!

## 2017 Gold Book

**Ad Close:** November 11, 2016



## [www.candyindustry.com/guide](http://www.candyindustry.com/guide)

- Keyword searches
- Live links
- Premium packages offer prime designation and ranking
- Brand identity in prime position
- Expanded print, digital and online packages

Social Media linked icons included     with all upgrade packages.

## Premium Plus Package ..... \$2,055

- Premium Online search positioning (appear at the top) with Star Designation online
- One Product Specific Leaderboard Ad
- 3 Spec Sheets online
- 3 Product Photos online
- Social Media Linked Icons online (Facebook, LinkedIn, Twitter and YouTube)
- Boldface Listing (Print & Digital)
- Company Logo on your online listing page
- 2" Mini Ad (Print & Digital)
- Live web & email links online
- 50-word company description online
- Unlimited product codes
- Complete contact information in print, digital & online for an entire year
- Inclusion in the Request for Proposal program
- Choice of ONE of the following:
  - ~ Video, or
  - ~ Three additional Product Specific Leaderboard Ads



## Premium Package ..... \$1,620

- Premium Online search positioning (appear at the top) with Star Designation online
- 3 Spec Sheets online
- 3 Product Photos online
- Social Media Linked Icons online (Facebook, LinkedIn, Twitter and YouTube)
- Boldface Listing (Print & Digital)
- Company Logo on your online listing page
- 2" Mini Ad (Print & Digital)
- Live web & email links online
- 50-word company description online
- Unlimited product codes
- Complete contact information in print, digital & online for an entire year
- Inclusion in the Request for Proposal program



## Basic Listing

The Basic Listing is free with three (3) product category listings. Complete contact information in print, digital & online for an entire year and inclusion in the Request for Proposal program.

## Basic Plus Listing ..... \$65

The Basic Plus Listing gives your company nine (9) product category listings. Complete contact information in print, digital & online for an entire year and inclusion in the Request for Proposal program.

## Deluxe Package ..... \$1,145

- Boldface Listing (Print & Digital)
- Company Logo on your online listing page
- Improved online search positioning (appear 2nd)
- 1" Mini Ad (Print & Digital)
- Live web & email links online
- 50-word company description online
- Unlimited product codes
- Inclusion in the Request for Proposal program
- Complete contact information in print, digital & online for an entire year



## Enhanced Package ..... \$255

- Online Options:
- Live web & email links online
  - 50-word company description online
  - Unlimited product codes
  - Complete contact information in print, digital & online for an entire year
  - Inclusion in the Request for Proposal program



# 2017 GOLD BOOK Buyers Guide & Reference Tool

**Ad Close:** November 11, 2016  
**Listing Deadline:** November 10, 2016

To give your company a stand-out listing, please contact:  
Diana Rotman | rotmand@bnpmedia.com  
Ph: 847-405-4116 • Fax: 248-502-9083

Update your listing online. Contact Denise Baley at  
baleyd@bnpmedia.com or 262-652-4638  
for your custom login information.

For display ads, contact your FBP sales rep:  
**bnpsolutions.com/FBP-Team**



## ALSO AVAILABLE



## Additional Print and Digital Edition Mini Ads

Draw attention to your product offerings!