

2012 MEDIA KIT



ADVERTISING OVERVIEW

FOR THE SEASONED PASSIONATE COOK

Cooking Club speaks directly to everyday gourmets, helping them become better informed and more accomplished cooks. From simple scratch cooking to exotic dishes, *Cooking Club* is a reader-involved food magazine filled with wonderfully delicious recipes, mouth watering photography and quick-to-master techniques.

Cooking Club is a unique magazine published exclusively for members of the Cooking Club of America. Our members are passionate about cooking and eager to try new recipes and ingredients, learn new techniques and skills, and share ideas with other enthusiastic cooks. The magazine meets the needs of members through features and departments that inform, inspire, and motivate the reader to get into the kitchen. *Cooking Club* also provides a forum for members to share information through regular columns featuring reader recipes, tips and profiles. Our engaged relationship with members is unmatched by traditional magazines.





CLUB OVERVIEW

REAP THE BENEFITS OF MEMBERSHIP

The Cooking Club of America is a national, membership-based organization designed exclusively for active cooks. The Club welcomes cooks of all skill levels and its official publication, *Cooking Club*, serves as their primary source for recipes, techniques and entertaining. It is the most visible and anticipated benefit of membership and provides them with many opportunities to interact with one another and with experts in the field.

HOW WE GET OUR MEMBERS

Members are acquired through direct response marketing, guaranteeing an audience of proven direct responders. After identifying potential members, based on lifestyle choices and past purchase behaviors, these cooks are invited to join the Club. The Club is not built on unqualified sales or incentive premiums, just cooking enthusiasts motivated by information and passion.

HOW WE KEEP OUR MEMBERS

In a world of fierce competition and fickle consumers, our carefully planned and managed Club benefits keep even the most passionate member satisfied. Designed to engage the member and facilitate a closer relationship, the following benefits are exclusive to the Cooking Club of America:

- *Cooking Club*—a members-only, full-color magazine delivered four times a year
- E-newsletter, *Food Now!*
- Access to a recipe-packed website – www.cookingclub.com
- Opportunities to test and keep cooking products
- Giveaways of various cooking products and services
- Unique member-to-member forums
- Product purchasing opportunities
- Cooking classes
- Discounts on selected products and services

HOW THE CLUB BENEFITS ADVERTISERS

Advertise in *Cooking Club* and experience the power of the Club. Whether you advertise within the magazine, on the Club website, or in the e-newsletter, or you sponsor a Club contest, event or sweepstakes, your involvement has its privileges. Our media is our members' source for information and their link to their community of cooks. Gain the acceptance of 600,000 active cooks by becoming a part of their community.





CORPORATE OVERVIEW

Cooking Club is published by North American Media Group (NAMG). As the publishing arm of North American Membership Group, the world's largest lifestyle membership organization, NAMG reaches more than 20 million readers who are united by their passions. Channeling the enthusiasm of the readers into special interest magazines, NAMG captures the power of affinity and puts it to work for you.

For more than 30 years, North American Membership Group has excelled in creating and servicing large membership clubs that provide a sense of community and a network of support. Following a highly successful business model, North American Membership Group markets distinct lifestyle clubs and continues to thrive on the camaraderie it fosters in these unique communities.

NORTH AMERICAN MEMBERSHIP GROUP'S CLUB & MAGAZINE PROPERTIES:

- Cooking Club of America (*Cooking Club*)
- National Home Gardening Club (*Gardening How-To*)
- The History Channel Club (*The History Channel Magazine*)
- Handyman Club of America (*HANDY*)
- North American Hunting Club (*North American Hunter*)
- North American Fishing Club (*North American Fisherman*)
- Major League Baseball Insiders Club (*MLB Insider Magazine*)



READER PROFILE

AUDIENCE

All Adults	3,513,000	
Women	3,130,000	89%
Men	383,000	11%

HOUSING

Homeowners	2,589,000	74%
Home Value: (if owned)		
\$250,000+	1,113,000	32%
\$200,000+	1,456,000	41%
\$150,000+	1,749,000	50%
\$125,000+	2,050,000	58%
\$100,000+	2,200,000	63%
Average	\$272,056	

OCCUPATION

Managers/Prof	788,000	22%
Sales/Office	514,000	15%
Health/Technical	185,000	5%
Education/Training/Library	177,000	5%

EDUCATION

Any College	2,195,000	62%
Bachelor's degree plus	1,196,000	34%

HOUSEHOLD INCOME

\$100,000+	948,000	27%
\$75,000+	1,422,000	40%
\$60,000+	1,892,000	54%
\$50,000+	2,127,000	61%
\$40,000+	2,474,000	70%
Average	\$77,254	

AGE

25 to 34	532,000	15%
35 to 44	611,000	17%
45 to 54	710,000	20%
55 to 64	850,000	24%
Average	48	

HOUSEHOLD/FAMILY

Married	2,225,000	63%
One Child	487,000	14%
Two Children	476,000	14%
Three or More	322,000	9%

COUNTY SIZE

A County	1,562,000	44%
B County	1,094,000	31%
C County	414,000	12%
D County	442,000	13%

COOKING INTEREST*

Cook or Bake for fun	91%
Average prep time per meal	2 hrs
Entertain friends or relatives at home	73%
Maintain a healthy diet	71%

READER INVOLVEMENT & LOYALTY*

Regular Readers (read 3-4 of 4 issues)	81%
Prepared recipes from each issue	75%
Took action as a result of reading	89%
Do <u>not</u> read <i>Saveur</i>	98%
Do <u>not</u> read <i>Fine Cooking</i>	97%
Do <u>not</u> read <i>Everyday Food</i>	94%
Do <u>not</u> read <i>Food & Wine</i>	92%
Do <u>not</u> read <i>Bon Appetit</i>	90%
Do <u>not</u> read <i>Food Network</i>	89%
Do <u>not</u> read <i>Every Day with Rachael Ray</i>	88%
Do <u>not</u> read <i>Cooking Light</i>	86%

Source: Publisher's Estimate derived from GfK MRI Doublebase 2011

* 2010 Subscriber Study, GfK MRI Market Solutions



2012 RATES

600,000 RATE BASE

FOUR COLOR

1 PAGE	\$47,250
2/3 PAGE	\$37,800
1/2 PAGE	\$30,715
1/3 PAGE	\$25,990
1/6 PAGE	\$14,175

BLACK & WHITE

1 PAGE	\$32,365
2/3 PAGE	\$25,890
1/2 PAGE	\$21,035
1/3 PAGE	\$17,800
1/4 PAGE	\$11,330
1/6 PAGE	\$9,710

COVERS

2ND COVER	\$51,975
3RD COVER	\$49,615
4TH COVER	\$54,340
CENTER SPREAD	\$108,675

TWO COLOR

1 PAGE	\$38,035
2/3 PAGE	\$30,430
1/2 PAGE	\$24,725
1/3 PAGE	\$20,920
1/6 PAGE	\$11,410

ISSUES & CLOSING DATES

ISSUES	AD CLOSING	MATERIALS DUE	MAIL DATE
SPRING	1/10/12	1/20/12	2/27/12
SUMMER	4/10/12	4/20/12	5/28/12
FALL	7/10/12	7/20/12	8/27/12
WINTER	10/12/12	10/20/12	11/23/12

EFFECTIVE JANUARY 2012



PRODUCTION SPECS

COMMISSION AND CASH DISCOUNTS

- 15 percent to recognized agencies
- Net 30 days
- A finance charge of one and one-half percent (1.5%) per month will be assessed to all past due invoices.

GENERAL RATE POLICY

Orders beyond three months at rates then prevailing. All verbal instructions regarding contracts or insertions must be confirmed in writing. Separate advertisements in the same issue count towards frequency discount. Advertisers may choose any 12-month period for frequency, notifying publisher on first insertion order when period is to start. Publisher shall have the right to hold advertiser and its agency jointly and severally liable for monies due and payable to publisher for advertising that advertiser or its agent ordered and that was published. Advertisers that do not fulfill a multiple insertion contract will be short-rated.

INSERTS

Prices and specifications are available upon request. All inserts must be approved by publisher before acceptance of insert. Publisher requires two dylux proofs be submitted for approval of mechanical and postal specifications.

MAIL ORDER

A 20% discount is available to all mail order advertisers. Mail order advertising is determined as any products or services sold exclusively by mail. Specific terms required. Publisher reserves the right to determine if products or services qualify for mail order rates.

CLASSIFIED ADVERTISING

Rates and sizes available upon request.

REGIONAL ADVERTISING

Rates available upon request.

SPLIT RUNS

Regional closing one week prior to normal closing dates for: A/B splits, regional copy splits, copy tests, dealer listings, 50/50 and regional markets. Rates and availability for full-page units only upon request.

CONTRACT AND COPY REGULATIONS

Cooking Club reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Publisher will not extend credit for advertising orders, contracts or space reservations that claim sequential liability. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold

the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such an advertisement. Publisher assumes no responsibility for insertion of incorrect key numbers or incorrect advertisement. Cancellations are not accepted after closing date. Covers are non-cancelable. Insertion orders for cover positions must be received one month before closing date.

SPECIAL POSITION

There is a 10% premium for advertisers requesting guaranteed positioning.

MECHANICAL REQUIREMENTS

Printing: web offset, saddle-stitched, jog to foot. Trim Size: 7 3/4" x 10 1/2"

A) STANDARD UNIT SIZE: see chart.

B) BLEED SPECS: No charge for bleed. 1/8" bleed allowance on all four sides. Live matter must be kept 5/16" in from trim (7 3/4" x 10 1/2"). Full bleed is 8" x 10 3/4". Two-page spread bleed is 16" x 10 3/4".





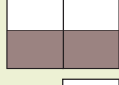





C) PREFERRED FORMAT: PDF/X-1a sent on CD-ROM with proof. Digital Files: Files may be sent on CD-ROM, DVD or FTP site. Approved software: PDF/X-1a, PDF, Macintosh files only—QuarkXpress, Adobe Illustrator, Adobe Photoshop. Photographs and art in EPS, TIFF. Files must include all fonts for output. Transfer disks and their file names must be clearly labeled. All imported graphic links must be included on the disk and properly linked/updated to the page. List all font families, including the fonts used in EPS or other imported graphic links. SWOP standards.

PROOFS: We suggest a hard copy proof at 100% size be provided for all digital files. Proofs should be SWOP certified.

* If a hard copy proof is not supplied, NAMG cannot guarantee color or content reproduction.

COLOR ROTATION: (CMYK) Cyan, Magenta, Yellow, Black. Line-Screen: 150.

FOUR-COLOR: Maximum total color density should not exceed 300% and only one color should be solid. The preferred density of any one color is 80%, maximum density is 95%.

Unit	Live (safety)	Bleed	Trim
 Spread	14 5/8 x 10	16 x 10 3/4	15 1/2 x 10 1/2
 Full Page	7 x 10	8 x 10 3/4	7 3/4 x 10 1/2
 2/3 Vertical	4 5/8 x 9 1/2	5 1/8 x 10 3/4	5 x 10 1/2
 1/2 Island	4 5/8 x 7	—	—
 1/2 Spread	14 5/8 x 4 5/8	16 x 5 1/4	15 1/2 x 5 1/8
 1/2 Horizontal	7 x 4 5/8	8 x 5 1/4	7 3/4 x 5 1/8
 1/3 Vertical	2 1/8 x 9 1/2	2 3/4 x 10 3/4	2 5/8 x 10 1/2
 1/3 Square	4 5/8 x 4 5/8	—	—
 1/6 Vertical	2 1/8 x 4 5/8	—	—
 1/6 Horizontal	4 5/8 x 2 1/4	—	—

TWO OR THREE-COLOR: Maximum total density of two-color should not exceed 190%, three-color should not exceed 245%, and only one color should be solid. The preferred density of any one color is 80%, maximum density is 95%.

BLACK & WHITE: Halftones (density of tone) – The shadow (darkest area) should be 95%. The highlight (lightest area) should be 3-5%. Spectral highlights (e.g. light reflected on a shiny surface) should be 0%.

SEND MATERIALS/QUESTIONS TO:

Erin Nielsen, Production Coordinator
Cooking Club
 12301 Whitewater Drive
 Minnetonka, MN 55343
 Phone: (952) 352-7589
 or enielsen@namginc.com

ADDITIONAL CHARGES

Any additional work or changes on ad material will be billed at prevailing rates. Ad materials held for 13 months and destroyed unless otherwise specified.



2012 EDITORIAL CALENDAR

Spring

FEATURES

Strawberry Heaven: When the calendar turns to spring, strawberry desserts are on the menu.

Pasta Plus Produce: Pasta is the ideal partner for the season's freshest produce.

The Ultimate Spring Brunch: Make-ahead soufflés are the star of the buffet.

DEPARTMENTS

Cooking Lesson: Brioche is simple to make and easily adaptable to different shapes.

Good for You: Your favorite Mexican food gets lighter with a few simple substitutions.

Take 5: These quick entrees are full of flavor, thanks to five carefully chosen ingredients.

In Season: Fresh stalks of asparagus stand out in delicious dishes.

CLOSING DATE: 1/10/12

MATERIALS DUE: 1/20/12

MAIL DATE: 2/27/12

Fall

FEATURES

One-Dish Wonders: Casserole, hot dish, one-dish meal. These homey baked creations are always a hit!

Potato Perfection: Potato-centric sides make ideal partners for autumnal meals.

Pick a Pie: Tempting fall flavors bake in nontraditional shapes and crusts.

A Tale of Two Turkeys: Whether the gathering is large or small, we've got your Thanksgiving covered.

DEPARTMENTS

Cooking Lesson: The classic monkey bread gets a savory twist for the dinner table.

Good for You: "Fried" chicken has alluring taste and texture without the fat.

Favorite Ingredient: Got shallots? Then flavor's just a few chops away.

From the Oven: Brownie vs. blondie—bake our ultimate versions and pick your fave.

CLOSING DATE: 7/10/12

MATERIALS DUE: 7/20/12

MAIL DATE: 8/27/12

Summer

FEATURES

Grilling Across the U.S.: Grilling experts from around the country serve up regional fare.

Sweet Summer Fun: These easy-to-make desserts are casual, fun and family-friendly.

Garden Picks: Show off seasonal vegetables in snappy new salads and sides.

DEPARTMENTS

Cooking Lesson: Fearful of grilling fish? We'll show three methods for success.

Good for You: A veggie burger is loaded with flavor—but not calories.

Cooking with Kids: Skip the lemonade stand and make lemonade cupcakes instead!

Updated Classic: Potato salad goes outrageous with a few secret additions.

CLOSING DATE: 4/10/12

MATERIALS DUE: 4/20/12

MAIL DATE: 5/28/12

Winter

The cozy winter issue, with recipes, tips and more covering...

- ...Holiday baking
- ...Seasonal entertaining
- ...Cool-weather cooking
- ...Everyday meals
- ...and more!

CLOSING DATE: 10/12/12

MATERIALS DUE: 10/20/12

MAIL DATE: 11/23/12

IN EVERY ISSUE

Cook's Giveaway: A new products column/sweepstakes

Cook's Notebook: A collection of ideas, insight and information for success in the kitchen

Good Spirits: News and product information on wine, beer and spirits

Q & A: Readers' cooking questions, answered by the experts

Cook's Exchange: Members offer tips and tricks for easier cooking

Kitchen Tested: Members test kitchen products and report the results

Recipe Box: Member share their favorite recipes

Weeknight Cook: Everyday dinners are quick, easy and tasty. Special flags mark extra-fast recipes, recipes for two and healthier recipes.



CLUB-BASED MARKETING



COOK'S GIVEAWAY!

Select premium advertisers can sponsor this sweepstakes and receive free exposure in this highly rated section of *Cooking Club*. Each sweepstakes is promoted in the magazine (1/3 page equivalent) and on cookingclub.com. For the cost of the prizes, the advertiser's product is spotlighted with a 4-color photo, copy points, contact information and a website listing.

Advertisers must supply:

- \$500 (retail value) worth of product; minimum value of \$25 per product
- Product photos at 300 dpi (jpg, tif or eps files)
- Copy points
- Ordering info: phone number and website
- Shipment of prizes; winner's names are given to advertisers for prize fulfillment

COOKING SCHOOL CLASS SPONSORSHIP

The Cooking Club of America holds cooking classes in 10 national markets at independent culinary stores in the late fall each year. To promote awareness of sponsor brands, *Cooking Club* provides opportunities for sponsors to participate on four different levels. Silver sponsors and up receive a minimum of 4.5 million total logo impressions through class enrollment marketing efforts, which may include the following:

- *Cooking Club's* e-newsletter *Food Now!*
- *Cooking Club's* website via a banner ad
- Pre-promotion logo placement in *Cooking Club* magazine
- Pre-promotion logo placement on invitation materials
- Post-promotion editorial mention in *Cooking Club* magazine
- Logo placement on class handouts
- Product or coupon distribution in attendee gift bags
- Product integration in each event

RECIPE CONTESTS

Advertisers can sponsor a Recipe Contest in which readers of *Cooking Club* are encouraged to create and submit recipes that call for sponsor product. Contests can be announced within *Cooking Club* magazine and promoted in *Cooking Club's* e-newsletter and on www.cookingclub.com. The contest title can feature the sponsor's name, and logo exposure is included on all announcements. Recipes entered into the contest become the property of *Cooking Club* and the Sponsor of the contest. *Cooking Club* staff and consultants screen the recipes and narrow the finalists to approximately 10 recipes that are prepared in the our Test Kitchen. Winning recipes are selected by the *Cooking Club* editors.

MARKET RESEARCH

Cooking Club can conduct market research for advertisers via web polls, online surveys and focus groups. This is a great way to get inside the minds of your target market, gaining valuable information regarding your product. From seasonal purchase intent to brand awareness, we can get the answers.



FREE MAGAZINE AND TRIAL MEMBERSHIPS

Advertisers can offer their customers a free issue of *Cooking Club* and a 30-day trial membership in the Cooking Club of America including full access to the website's archived articles, bulletin board and sweepstakes.



Memberships include:

- *Cooking Club* magazine
- A FREE Multi-Purpose Grater
- A FREE Culinary Resource Directory
- Exclusive E-Newsletter (*optional*)
- Opportunity to test and keep FREE kitchen products
- The chance to win FREE cooking products
- Get FREE reprints of your favorite kitchen-tested recipes
- Access to Club sweepstakes and contests
- Forums to discuss tips and techniques with other members online
- Chance to preview great books, videos and more



SAMPLING OPPORTUNITIES

Cooking Club can saturate the market with consumer products to help advertisers reach influencers and jumpstart consumer demand. Upon approval of the size, weight and value of the sample product *Cooking Club* can insert samples in to our member mailings. Advertisers are responsible for providing product samples and *Cooking Club* covers the cost of insertion, distribution and postage.

PRODUCT TESTING & THE OFFICIAL SEAL OF APPROVAL

Advertisers seeking product feedback, endorsement and exposure can participate in our product testing program and earn the coveted Member Tested & Recommended Seal of Approval. This program will differentiate your product at retail, justify premium pricing, validate product appeal to win distribution, seed the marketplace to create word of mouth buzz among influencers, and provide valuable in-magazine and online exposure.



For the cost of supplying and shipping the test products, you receive;

1. Unlimited use of the Seal of Approval for advertising, packaging and promotion of the tested product.
2. A quarter page write-up featuring a product photo, product description, and member testimonials.
3. Unlimited rights to the names and comments in the evaluation reports for market research and promotions.
4. Seeding of the culinary market with your new product.

The Cooking Club provides you with mailing labels of pre-screened member testers who have completed an extensive qualification survey. You ship the products to the testers and the Club sends them evaluation questionnaires. When 2 out of 3 testers recommend your product, it receives the endorsement Seal, is featured in the Kitchen Tested section of *Cooking Club* magazine, and it is posted on cookingclub.com for one year. Note: If the product fails to win approval, the results are reported to you but not published. Tests are expedited and product contributions are discounted for advertisers.



DIGITAL OPPORTUNITIES

DEDICATED E-MAIL

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

Main image

Half Page Skyscraper (300x600)

or Medium Rectangle (300x250)

“Supported by” Logo (88x31)

“Supported by” Bar (20 characters)

*Custom Takeover (Page Frame, 728x90 & 300x600)

E-NEWSLETTER UNITS

Leaderboard (728x90)

Medium Rectangle (300x250)

Partner Listing - written by NAMG editors using copy points provided by client

- Header (max of 20 characters including spaces)
- Additional sentences (max of 320 characters including spaces)
- Landing page URL
- 60x60 static image

Half Page Skyscraper (300x600)

“Supported by” Logo (88x31)

“Supported by” Bar (20 characters)

*Custom Takeover (Page Frame, 728x90 & 300x600)

WEBSITE DISPLAY UNITS - HOME PAGE

Flash Hero

Leaderboard (728x90)

Large Rectangle (above the fold) (336x280)

or Medium Rectangle (above the fold) (300x250)

Large Rectangle (below the fold) (336x280)

or Medium Rectangle (below the fold) (300x250)

WEBSITE DISPLAY UNITS - RUN OF SITE

Leaderboard (728x90)

Large Rectangle (above the fold) (336x280)

Large Rectangle (below the fold) (336x280)

Full Banner (468x60)

Text link



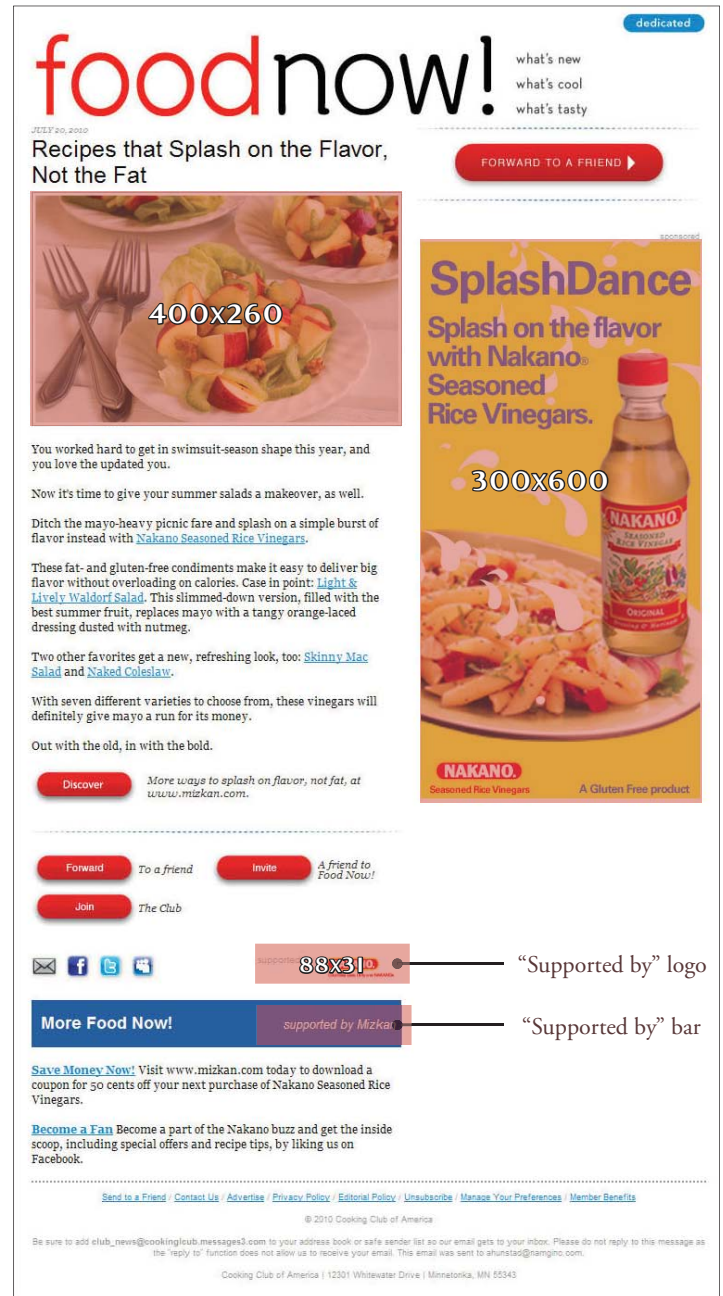
DEDICATED E-MAIL

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

Main image
 Half Page Skyscraper (300x600) or
 Med Rec (300x250) & Partner Listing
 "Supported by" Logo (88x31)
 "Supported by" Bar (20 characters)

BENEFITS

- 100% Share of voice
- Implied endorsement
- Encourages viral send-to-a-friend functionality
- Immediate and timeless, when archived
- Actionable



foodnow! what's new
what's cool
what's tasty

JULY 20, 2010

Recipes that Splash on the Flavor, Not the Fat

FORWARD TO A FRIEND

400x260

300x600

SplashDance
 Splash on the flavor with Nakano® Seasoned Rice Vinegars.

NAKANO Seasoned Rice Vinegars A Gluten Free product

You worked hard to get in swimsuit-season shape this year, and you love the updated you.

Now it's time to give your summer salads a makeover, as well.

Ditch the mayo-heavy picnic fare and splash on a simple burst of flavor instead with [Nakano Seasoned Rice Vinegars](#).

These fat- and gluten-free condiments make it easy to deliver big flavor without overloading on calories. Case in point: [Light & Lime's Waldorf Salad](#). This slimmed-down version, filled with the best summer fruit, replaces mayo with a tangy orange-laced dressing dusted with nutmeg.

Two other favorites get a new, refreshing look, too: [Skinny Mac Salad](#) and [Naked Coleslaw](#).

With seven different varieties to choose from, these vinegars will definitely give mayo a run for its money.

Out with the old, in with the bold.

Discover More ways to splash on flavor, not fat, at www.mizkan.com.

Forward To a friend Invite A friend to Food Now!

Join The Club

88x31

More Food Now! supported by Mizkan

Save Money Now! Visit www.mizkan.com today to download a coupon for 50 cents off your next purchase of Nakano Seasoned Rice Vinegars.

Become a Fan Become a part of the Nakano buzz and get the inside scoop, including special offers and recipe tips, by liking us on Facebook.

[Send to a Friend](#) / [Contact Us](#) / [Advertise](#) / [Privacy Policy](#) / [Editorial Policy](#) / [Unsubscribe](#) / [Manage Your Preferences](#) / [Member Benefits](#)

© 2010 Cooking Club of America

Be sure to add club_news@cookingclub.messages3.com to your address book or safe sender list so our email gets to your inbox. Please do not reply to this message as the "reply to" function does not allow us to receive your email. This email was sent to ahunstad@ramgino.com.

Cooking Club of America | 12301 Whitewater Drive | Minnetonka, MN 55343



E-NEWSLETTER SPONSORSHIP

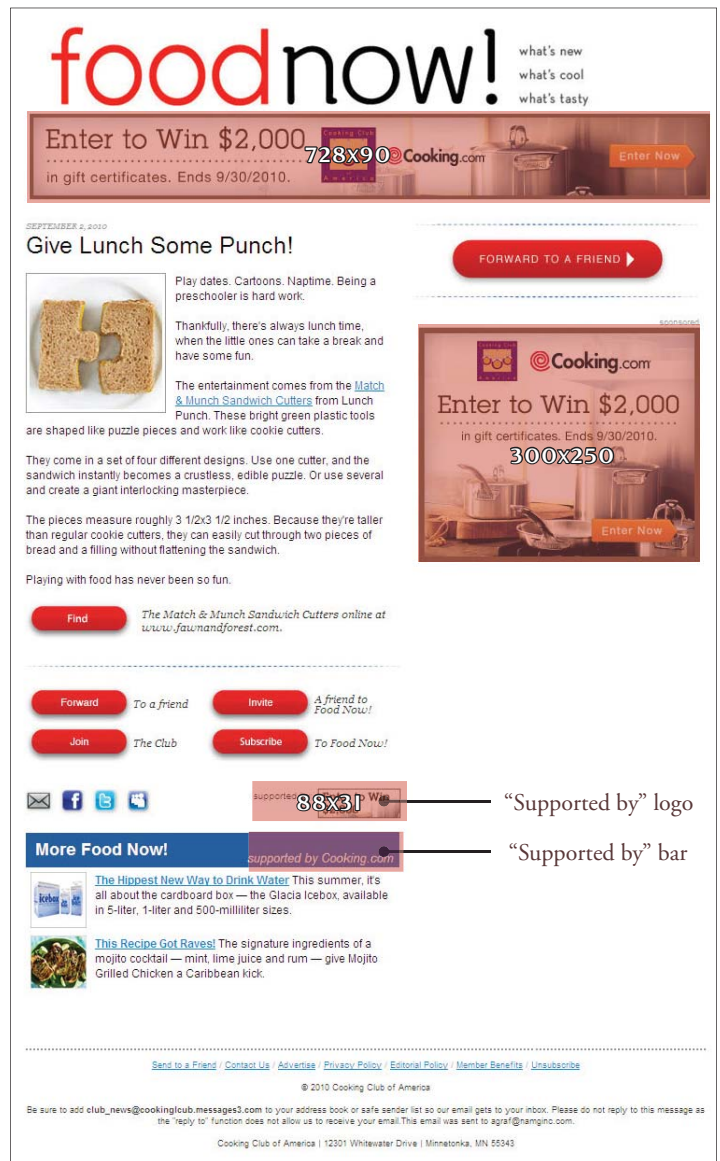
Exclusive sponsorship of Food Now! e-mails allow advertising partners the opportunity to maximize impact and the powerful ability to engage readers through multiple touch points.

Food Now! Leaderboard (728x90)
Display your creative in the topmost available e-newsletter advertising unit.

Food Now! Half Page Skyscraper (300x600); or Medium Rectangle (300x250) & Partner Listing
Adjacent editorial content, these I.A.B. standard units delivers substantial creative size for an advertising message.

Food Now! "Supported by" Logo (88x31)
Directly associate your brand with e-newsletter content by sponsoring the Article Tools Micro-Bar. Include your logo within the social networking and personal filing module included in every e-newsletter.

Food Now! "Supported by" Bar (20 characters)
Sponsor the More Food Now! section with text...identifying your brand with ours.



The screenshot displays an e-newsletter layout with several sponsorship areas:

- Header:** "foodnow!" logo with tagline "what's new, what's cool, what's tasty". Below it is a banner for "Enter to Win \$2,000 in gift certificates. Ends 9/30/2010." with a "728x90" size indicator and an "Enter Now" button.
- Article Section:** "Give Lunch Some Punch!" featuring an image of a sandwich cut into puzzle pieces. Text describes "Match & Munch Sandwich Cutters" and includes a "FORWARD TO A FRIEND" button.
- Micro-Bar:** A "supported by" logo for "88x31" and a "supported by Cooking.com" bar.
- More Food Now! Section:** Two article teasers: "The Hottest New Way to Drink Water" and "This Recipe Got Raves!".
- Footer:** Navigation links (Send to a Friend, Contact Us, Advertise, Privacy Policy, Editorial Policy, Member Benefits, Unsubscribe), copyright notice "© 2010 Cooking Club of America", and a disclaimer: "Be sure to add club_news@cookingclub.messages3.com to your address book or safe sender list...".

The CookingClub.com website is the online destination for cooking enthusiasts. Filled with exclusive content, member interaction points and special deals, the site delivers a solid enthusiast touch point.

ONLINE OPPORTUNITIES

Leaderboard (728x90)

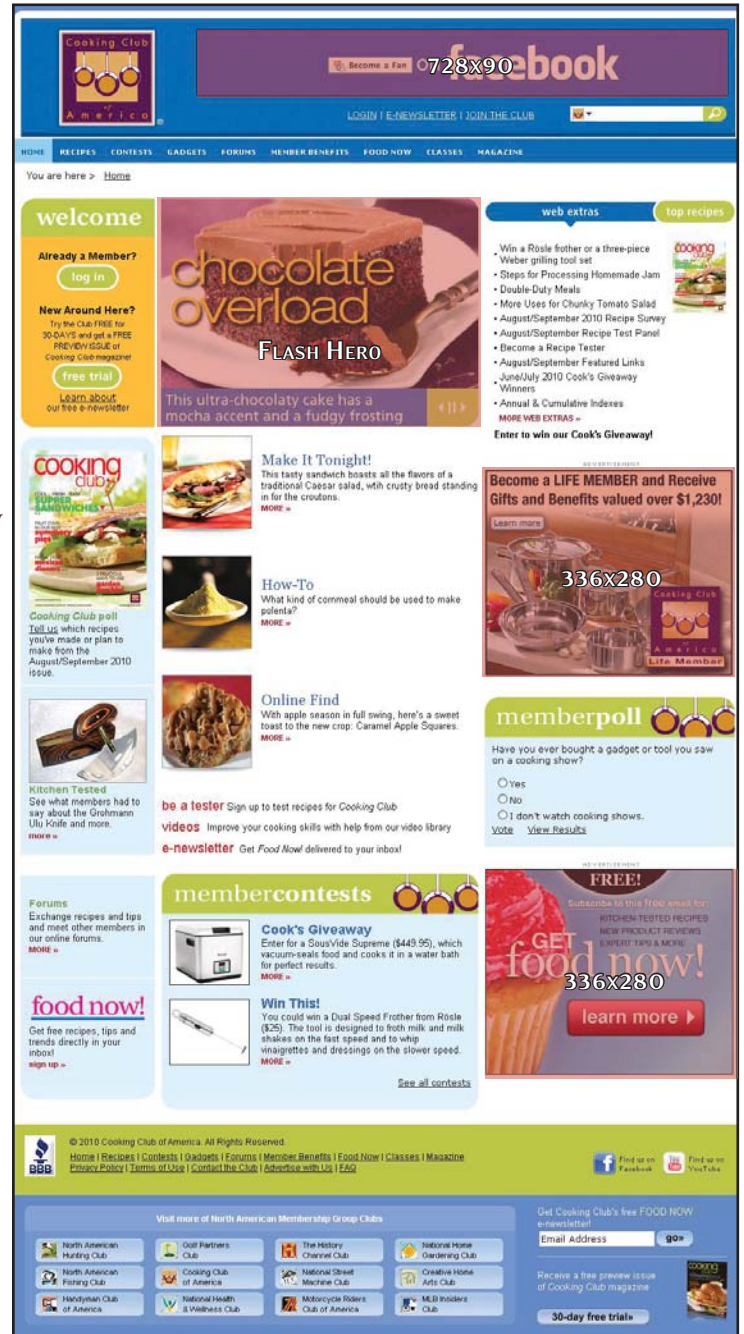
Flash Hero

Large Rectangle (336x280, above the fold)

Large Rectangle (336x280, below the fold)

Full Banner (468x60)

Text Link



The screenshot shows the homepage of Cooking Club of America. At the top, there is a navigation bar with links for Home, Recipes, Contests, Gadgets, Forums, Member Benefits, Food Now, Classes, and Magazine. A Facebook widget is integrated into the top right. The main content area is divided into several sections:

- welcome**: A section for members with a "log in" button and a "New Around Here?" section offering a 30-day free trial and a free magazine.
- chocolate overload FLASH HERO**: A large featured article about an ultra-chocolaty cake with a mocha accent and fudgy frosting.
- web extras**: A sidebar with "top recipes" and a list of featured content, including a Roale frother giveaway, processing jam steps, and a recipe survey.
- Make It Tonight!**: A recipe for a Caesar salad sandwich.
- How-To**: A section about using conmeal.
- Online Find**: A section about caramel apple squares.
- memberpoll**: A poll asking if users have bought a gadget or tool on a cooking show.
- membercontests**: A section for a "Cook's Giveaway" featuring a SousVide Supreme and a "Win This!" section for a Dual Speed Frother.
- food now!**: A section for free recipes, tips, and trends.
- forums**: A section for exchanging recipes and tips.
- become a LIFE MEMBER and Receive Gifts and Benefits valued over \$1,230!**: A large promotional banner for life membership.
- GET food now!**: A banner for a free kitchen-tested recipe.

The footer contains copyright information for 2010, a BBB logo, and a list of other North American Member-ship Group Clubs such as the National Home Gardening Club and the National Street Motors Club. There is also a form to sign up for the "FOOD NOW" e-newsletter.

