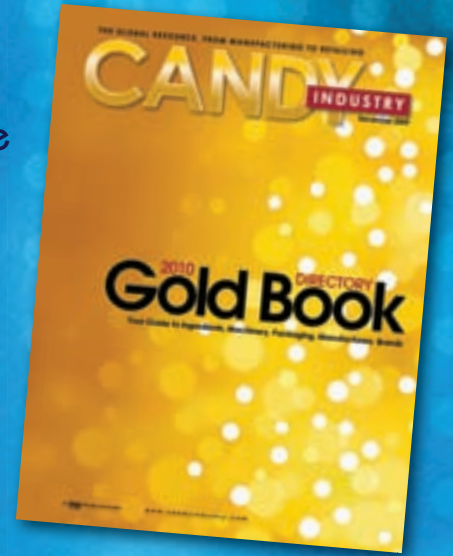


2011 GOLD BOOK

The Buyers Guide for the Global Confectionery Industry!

Get year-round exposure for your company, in print 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.



December 2010 Print Edition

- The only industry resource of its kind
- Referred to year-round
- Reaches 13,501* subscribers in all candy markets
- **Exclusive** Print Version for the candy industry
- Handy Trade Show Calendar for our readers to plan their show attendance



Supplier Guide and Cross-Referenced Product Guide



Supplier Guide, Cross-Referenced Product Guide and Brand Name Section

*Source: BPA Statement, June 2010

Display Advertisers in This Issue Receive:

- **¼ Page or Larger:** FREE Supplier Section Logo, FREE Package #1 Upgrade and FREE Social Media Icon Links!
- **Full-Page:** Above Freebies PLUS a FREE Full-Page Company Profile!

December Issue | Ad Close: Nov. 15, 2010



WWW.CANDYINDUSTRY.COM/GUIDE

- Keyword searches
- Live links
- Premium plus package offers prime designation and ranking
- Brand identity in prime position
- Expanded print & online packages for 2011

NEW! Add Social Media linked icons with a Package 1, Package 2, Premium or Premium Plus upgrade.   

www.candyindustry.com/guide

Premium Plus Package

- Your logo on the Home Page and rotating on ALL results pages within the guide (includes live website link)
- Three product photos on your listing page
- New premium positioning with a star designation (in print and online)
- Up to three spec sheets in your online listing
- Inclusion in Request For Proposal Program
- Includes 2" traffic stopper in print version
- Choice of ONE of the following:
 - ~ Video, or
 - ~ Three Product Code-Specific Banners



Premium Package

- Premium positioning with a **star designation** (in print and online)
- Your logo on the Home Page and rotating on ALL results pages within the guide (includes live website link)
- Three product photos on your listing page
- Up to three spec sheets in your online listing
- Includes 2" traffic stopper ad in print version
- All Package #2 options



Package #2

- Highlighted, improved positioning in results
- Your company logo on your listing page
- A 50-word overview about your company
- Includes 1" traffic stopper in print version
- All Package #1 options



Package #1

- Highlighting of your company name
- Company and chief contact information
- A live link to your website and email address
- Email lead form
- Social Media Icons



2011 GOLD BOOK Buyers Guide & Reference Tool

Ad Close: November 15, 2010

To give your company a stand-out listing, please contact:

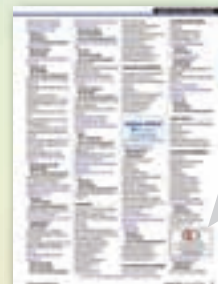
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Traffic Stoppers**