

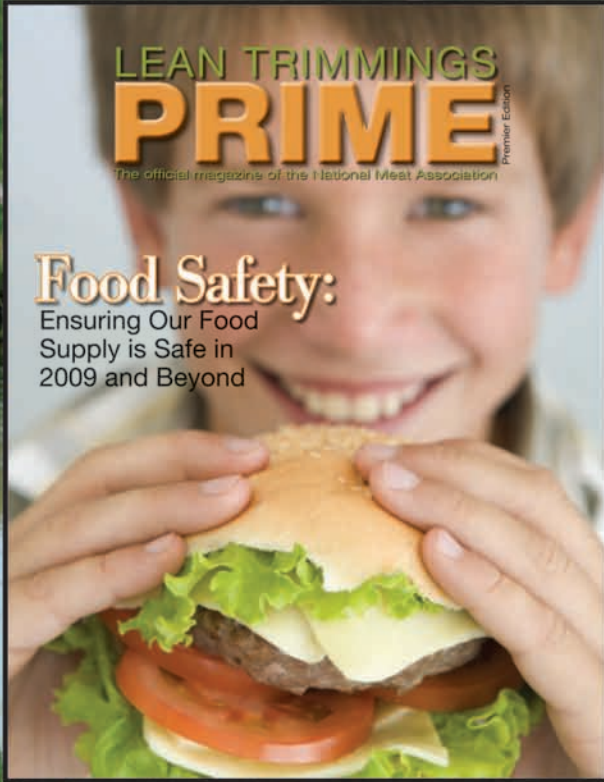
NMA

responsive, resourceful & reliable

The National Meat Association provides its members unique one-on-one assistance resolving regulatory issues.

LEAN TRIMMINGS
PRIME
Premier Edition
The official magazine of the National Meat Association

Food Safety:
Ensuring Our Food Supply is Safe in 2009 and Beyond



WASHINGTON, DC
1101, 30th Street NW
USA 20001

HOUSTON, TEXAS
#413-16416 El Camino Road
USA 77062

Your Industry
Is Our Specialty

April, 2009

Dear Friends and Colleagues,

In keeping with our mission “to be the most effective meat association in serving its members,” we are pleased to announce our continued partnership with Matrix Group Publishing in the production of our second full color, 8 ½ by 11 inch, glossy stock magazine. Our premier issue of Lean Trimming Prime proved to be a huge success at MEATXPO 09 and have decided to try a summer-edition of the magazine to correspond with our Summer Conference August 13-15 at the Meritage Resort & Spa in Napa, California.

Since 1946, the National Meat Association (NMA) has been a non-profit industry organization representing all segments of the 300 billion dollar a year red meat industry: meat packers and processors, equipment manufacturers and suppliers all belong to NMA. The association has members throughout the United States, as well as in Canada, Australia and Mexico.

Lean Trimmings Prime summer edition will not only be a marketing tool to use at our Summer Conference, promoting association endeavors and successes, but will also provide insight into some of the issues facing our membership and the industry as a whole: food safety, beef exports, labeling, animal welfare, fuel & grain prices and inspection concerns. The readership will turn to each issue for the news that matters most to them and their businesses, ensuring your advertisements are seen, noticed and inquired into.

The success of this publication also depends, to a great extent, on the quality of its advertisers. It is only through advertising support that we will be able to publish this excellent communications vehicle. I look forward to working together with you to help make this magazine an exciting and successful publication.

Thanking you for your kind support.



Jeremy Russell
Director of Communications
& Government Relations



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National Meat Association Distribution

General Membership:

- Abattoirs
- Meat Processors
- Suppliers
- Beef Producers
- Consultants
- Equipment Manufacturers
- Exporters

Allied Trade Associations:

- American Meat Science Association
- Food Marketing Institute
- Southwest Meat Association
- Eastern Meat Packers Association
- National Cattlemen Beef Association

Summer Conference August 13-15 in Napa, California



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RATES (Black and White Only)

Ad Size	1xRate	2x Rate
DPS	\$2659.50	\$2559.50
Full Page	\$1719.50	\$1619.50
2/3 Page	\$1409.50	\$1309.50
1/2 Page (Island)	\$1099.50	\$999.50
1/2 Page	\$999.50	\$899.50
1/3 Page	\$789.50	\$739.50
1/4 Page	\$659.50	\$609.50
1/6 Page	\$549.50	\$499.50
1/8 Page	\$429.50	\$379.50

COVER POSITIONS (Includes Color)

Outside Back	\$3509.50	\$3409.50
Inside Front	\$2989.50	\$2889.50
Inside Back	\$2989.50	\$2889.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is non-cancelable.

COLOR RATES

One Process Color*	\$550.50
Spot or Match Color**	\$650.50
Four Process Color	\$850.50
Special or Metallic Color	\$1150.50

*Process colors—yellow, cyan or magenta plus black

**Publisher cannot guarantee exact match

Guaranteed Position—add 15% of b&w rate.

Bleed—add 15% of b&w rate.

Extra Listings	\$25.00
Proofs—Fax/Email	\$50.00
Proofs—CD Rom	\$60.00

Advertising Agencies—add 15%, all rates are net

Terms of payment due upon receipt of invoice. Add 2% per month interest on accounts over 30 days.

Complete Poly-Bagging and Insert Services Are Available Upon Request.

Live Space	7 by 9 1/2
Trim Size	8 3/8 by 10 7/8
DPS	17 by 11 1/8
Bleed	8 5/8 by 11 1/8

*All measurements are in inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300dpi minimum), press ready PDF file. Ensuring that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat) as well as Quark 6.5.

Digital files e-mailed to: sales@matrixgroupinc.net

Questions? Please contact the Matrix Group Inc. at:

Toll Free Phone: 866-999-1299

Toll Free Fax: 866-244-2544



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