

2001 Advertising Program/Budget

Program	Publication	Date	Issue Tie-ins	Ad Specifications	Cost	
IntelliKitchen	Restaurants & Institutions	March	Product focus on computer technology	1/4 page, color	\$4,950.00	
		May		1/4 page, color	\$4,950.00	
		July	Top 400 technology solutions	1/4 page, color	\$4,950.00	\$14,850.00
	QSR (changed to May, Oct, Nov, 1/2 page vertical)	Sept	Focus on running efficient kitchen	Full page, color	\$2,988.00	
Oct		2001 QSR drive through study	Full page, color	\$2,988.00		
Nov		Technology & e-solutions	Full page, color	\$2,988.00	\$8,964.00	
Franchise	Franchising World	July	Technology for Tomorrow	Spread, color	\$4,560.00	\$4,560.00
ZEOM.net	Hospitality Technology	April	Spotlight on ASPs	1/2 page, color	\$3,070.00	
		May	NRA issue	1/2 page, color	\$3,070.00	
		Oct	Mobile commerce plus surveillance	1/2 page, color	\$3,070.00	\$9,210.00
Loss Prevention	Stores	June	(to launch loss prevention)	1/2 page, color	\$5,135.00	
		Oct	Surveillance research	1/2 page, color	\$5,135.00	
		Nov	ASPs	1/2 page, color	\$5,135.00	\$15,405.00
Lawson	Hospitality Technology	Sept	Financial applications	1/2 page, color	\$2,840.00	\$2,840.00
Show Support	Show Daily	May	NRA	Spread, color w/ insert charges TBD	\$11,577.00	\$11,577.00
	Convenience Store Decisions	Oct	NACS Show Shopper	Full page, color	\$10,190.00	\$10,190.00
						\$77,596.00