



**TRADE**  
The National Mango Board works with produce and grocery trade publications to get mango stories placed in industry trade magazines and newspapers.

Outlet	Headline	Date	Circulation/ Unique Views per Month	Impressions	Ad Equivalency
<i>Produce Business</i>	Eight ways to heat up tropical fruit sales	1/1/2008	21,301	48,992	\$15,138.57
<i>Red Book Brief</i>	Grammy winners to toast with mango cocktail	2/8/2008	43,000	43,000	\$750.00
<i>PMA Headline News Brief</i>	New officers appointed to the National Mango Board	2/20/2008	6,000	6,000	N/A
<i>FreshPlaza</i>	US: New officers appointed to the National Mango Board	2/21/2008	11,500	26,450	\$400.00
<i>AmericaFruit</i>	National Mango Board kicks off promotional program	3/1/2008	3,000	6,900	\$39.86
<i>The Produce News</i>	National Mango Board focuses on demos at retail store level	3/10/2008	12,456	28,649	\$1,930.00
<i>The Produce News</i>	Improved quality goal of mango board research	3/10/2008	See above	See above	\$1,930.00
<i>FreshPlaza</i>	National Mango Board Invites Members to April 4 Outreach Meeting	3/19/2008	11,500	26,450	\$440.00
<i>Produce Business</i>	Salsa adds zing to foodservice	4/1/2008	14,893	34,254	\$23,989.68
<i>The Packer</i>	Sampling found to win converts	4/7/2008	10,962	25,212	\$755.00
<i>The Packer</i>	Ingrid Hoffmann joins roster of chefs	4/7/2008	See above	See above	\$975.00
<i>The Packer</i>	Big displays, sampling championed	4/7/2008	See above	See above	\$1,730.00
<i>The Packer</i>	National Mango Board signs up trio of retail pros	4/7/2008	See above	See above	\$975.00
<i>The Packer</i>	Opportunities at foodservice	4/7/2008	See above	See above	\$975.00
<i>The Packer</i>	Sales hopes pinned on ripe, ready-to-eat fruit	4/7/2008	See above	See above	\$755.00
<i>The Packer</i>	Marketers positioning product to cash in on 'Cinco de Mango'	4/7/2008	See above	See above	\$755.00
<i>The Packer</i>	Board's site has crop forecast tool	4/7/2008	See above	See above	\$470.00
<i>The Packer</i>	Improvements sought regarding supply chain	4/7/2008	See above	See above	\$1,730.00
<i>The Packer</i>	Potential in fresh-cut examined	4/7/2008	See above	See above	\$755.00
<i>FreshPlaza</i>	National Mango Board seeks nominees for 2009 term	4/8/2008	11,500	11,500	\$550.00
<i>The Packer</i>	Forecast calls for Americans eating more mangoes	4/10/2008	10,962	10,962	\$1,730.00
<i>The Packer</i>	Stable supplies foreseen throughout season	4/11/2008	10,962	10,962	\$2,485.00
<i>Ghana Fresh Produce</i>	National Mango Board seeks nominees for 2009 Term	4/11/2008	N/A	N/A	N/A
<i>The Packer</i>	National Mango Board seeks nominees	4/14/2008	10,962	10,962	\$975.00
<i>Food Service Director</i>	Mango Board's Beverage Recipes	4/15/2008	45,000	103,500	\$1,025.00
<i>Gua 3.0</i>	El movimiento y la promoción del mango: de Peru a Estados Unidos	4/24/2008	20,492	20,492	N/A

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<i>Progressive Grocer</i>	Fresh food small victories	5/1/2008	42,816	98,477	\$7,886.16
<i>Produce Business</i>	Eight ways to sell more mangos	5/1/2008	14,893	34,254	\$5,166.72
<i>Red Book Brief</i>	Mango board has full plate of promotions	5/2/2008	43,000	43,000	\$750.00
<i>FreshPlaza</i>	National Mango Board publishes updated crop forecasts	5/5/2008	11,500	11,500	\$550.00
<i>Ghana Fresh Produce</i>	National Mango Board publishes updated crop forecasts	5/12/2008	N/A	N/A	N/A
<i>The Packer</i>	Tradewatch- People	5/12/2008	12,560	28,888	\$1,468.08
<i>The Produce News</i>	Kids a legitimate produce target, says panel	5/12/2008	9,000	20,700	\$250.23
<i>The Packer</i>	Kids offer major opportunity	5/12/2008	28,888	28,888	\$385.38
<i>Progressive Grocer (Online)</i>	Fresh Foods: Tree Fruit: Ripe for the taking	6/3/2008	584	584	\$4,215.72
<i>Produce Merchandising (Online)</i>	New Spokesperson and Spanish Web Site for National Mango Board	6/4/2008	11,952	11,952	\$445.23
<i>The Packer</i>	Mango board boosts consumption	4/28/2008	12,560	28,888	\$1,533.75
<i>Ag Alert</i>	Mangoes are popular	5/7/2008	35,933	82,645	N/A
<i>Ag Week</i>	Mango cooking contest	5/12/2008	25,384	58,383	\$103.00
<i>Food Service Director</i>	Mango Board's Web Site Mango Month Recipes	5/15/2008	45,000	103,500	\$610.00
<i>Progressive Grocer</i>	Ripe for the Taking	6/1/2008	42,816	98,476	N/A
<i>Produce News (Online)</i>	Solid mango market expected for much of the summer	6/5/2008	2,163	2,163	N/A
<i>The Packer (Online)</i>	Mango Board Launches Spanish Web Site	6/6/2008	17,869	17,869	\$1,705.00
<i>The Produce News</i>	Solid mango market expected for much of the summer	6/9/2008	11,838	27,227	\$5,812.56
<i>The Produce News</i>	NMB gaining acceptance	6/9/2008	See above	See above	\$4,200.39
<i>The Produce News</i>	PLU codes offer challenges for large mangos	6/9/2008	See above	See above	\$3,338.49
<i>The Produce News</i>	NMB Chairman Freeland loves progress mango has made	6/9/2008	See above	See above	\$3,501.75
<i>The Produce News</i>	Moving fruit is key for Freska Produce Internation	6/9/2008	See above	See above	\$5,686.56
<i>The Produce News</i>	Central American ready for more promotion	6/9/2008	See above	See above	\$1,045.53
<i>Red Book Brief</i>	Mango Board Launches Spanish Web Site	6/9/2008	43,000	43,000	N/A
<i>Supermarket News</i>	Mango Initiatives Target Latinos	6/9/2008	33,341	76,684	\$4,071.27
<i>The Packer (Online)</i>	Mexican mangoes rebound after sluggish start	6/11/2008	17,869	17,869	\$2,905.00
<i>The Packer- Produce Industry Insider Market Update</i>	Mexican Mangoes	6/27/2008	15,000	15,000	N/A
<i>Supermarket News (Online)</i>	Mango Board Focuses on Food Service	6/30/2008	5,054	5,052	N/A
<i>The Packer (Online)</i>	Mango board reaches out to chefs	7/8/2008	17,869	17,869	\$2,530.00
<i>FreshPlaza</i>	US: Foodservice programs front and center for National Mango Board	7/9/2008	25,941	25,941	\$6,660.00

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<i>FreshPlaza</i>	The promotions handled by the National Board reach higher targets (Las promociones del National Mango Board alcanzan cumbres más altas)	7/9/2008	25,941	25,941	\$6,660.00
<i>The Packer (Online)</i>	Strong market welcomes mango volume	6/16/2008	17,869	17,869	\$632.50
<i>The Packer</i>	Strong market welcomes mango volume	6/16/2008	12,560	28,888	\$974.53
<i>The Packer</i>	Mangoes	6/26/2008	12,560	28,888	\$2,710.08
<i>AmericaFruit</i>	Mexican mango shortage set to continue into summer	7/1/2008	3,000	6,900	\$4,583.90
<i>The Packer (Online)</i>	Mango board unveils online marketing tools	8/5/2008	17,869	17,869	\$726.25
<i>The Packer</i>	Mango board launches online marketing kit	8/11/2008	12,560	12,560	\$2,530.08
<i>FreshPlaza</i>	National Mango Board Introduces the Mango Marketing Toolkit	8/11/2008	25,941	25,941	\$6,660.00
<i>TME Solutions</i>	Mango board unveils online marketing tools	8/11/2008	N/A	N/A	N/A
<i>The Packer en Espanol</i>	El National Mango Board lanza kit de marketing en su página Web	8/20/2008	N/A	N/A	N/A
<i>The Packer (Online)</i>	Mango board chooses contest winner	8/21/2008	17,869	17,869	\$536.25
<i>FreshPlaza</i>	National Kid's Recipe Contest Moves Mangos from the Farm to the Screen	8/22/2008	25,941	25,941	\$6,660.00
<i>The Packer</i>	Mango board names rising star winner	8/25/2008	12,416	28,557	\$3,544.32
<i>The Produce News</i>	National Mango Board builds efforts off strong foundation	9/29/2008	13,076	27,142	\$6,129.12
<i>The Produce News</i>	Brazilian producers eyeing narrow U.S. window for shipping mangos	9/29/2008	See above	See above	\$6,672.96
<i>The Produce News</i>	Ecuadorian mango conference brings trade members together	9/29/2008	See above	See above	\$5,872.05
<i>The Produce News</i>	Mango Appeal	9/29/2008	See above	See above	\$4,391.10
<i>Grocery Headquarters</i>	Mango contest	10/1/2008	40,026	92,060	\$8,817.75
<i>FreshPlaza</i>	National Mango Board invites Industry Members to November 4 & 5, November 12 and November 13 Outreach Meetings	10/27/2008	25,941	25,941	\$6,660.00
<i>The Packer Online</i>	Mango Board Creates Geogrpahy Game for Kids	11/11/2008	17,869	17,869	\$1,210.00
<i>AmericaFruit</i>	US Receives Larger Brazilian Mango Share	11/13/2008	3,000	6,900	\$4,583.90
<i>FreshPlaza</i>	National Mango Board Teaches a Lesson in Produce	11/17/2008	27,300	27,300	\$6,660.00
<i>FreshPlaza (en espanol)</i>	Junta Nacional de Mango ensena una leccion sobre frescos	11/17/2008	45,000	45,000	N/A
<i>The Produce News</i>	National Mango Board Launches On-line Game	11/17/2008	13,076	30,075	\$4,468.50
<i>ProduceNews.com</i>	National Mango Board Launches On-line Game	11/18/2008	201	201	N/A
<i>PMA Headline News Brief</i>	National Mango Board Launches On-line Game	11/20/2008	6,000	6,000	N/A

Outlet	Headline	Date	Circulation/ Unique Views per Month	Impressions	Ad Equivalency
<i>Produce Business</i>	NMB Announces Contest Winners	11/1/2008	14,893	34,254	\$1,090.44
<i>The Produce News</i>	National Mango Board takes on foodservice in 2008	12/8/2008	13,076	13,076	\$1,191.60
<i>FreshPlaza</i>	National Mango Board elects new officers and wraps up successful year	1/7/2009	27,300	27,300	\$6,660.00
<i>Produce Business</i>	NMB Teaches Lesson in Produce	1/1/2009	14,893	34,254	\$1,090.44
<b>TOTAL:</b>			<b>1,205,081</b>	<b>1,937,689</b>	<b>\$227,794.70</b>

<b>Return On Investment</b>	
Ad Equivalency per \$	\$9.49
Impressions per \$	81

<b>Glossary of Terms</b>	
<b>Ad Equivalency</b>	Calculation of how much it would cost to pay for the placement of a story in a given newspaper or magazine or on a given television or radio program. This calculation is based on the column inch advertising rate for print or the 30 commercial rate for broadcast.
<b>AE/\$</b>	A ratio comparing the advertising equivalency to the actual amount spent on the project. Any number greater than 1 indicates that the value spent was a greater bargain than the associated advertising cost.
<b>Impressions</b>	Number of estimated people reading a single newspaper or magazine article. This is calculated by multiplying the publication's circulation by 2.3 (a conservative but realistic multiplier. Magazines often use 5 - 7, believing that magazines have a longer life and are passed around to more people. Newspapers often use 3, meaning 3 people in a household or office read the paper. We use 2.3 as a conservative number to make sure results are not inflated or unrealistic.
<b>I/\$</b>	Calculation of the cost per impression. By dividing the total number of impressions by the investment spent on the project, we can determine how much it cost to reach each individual.