



Trade Coverage

Return on Investment/ Retorno Sobre la Inversión					
Investment/ Inversión	\$18,000.00				
Current Impressions Total Total de Impresiones Actual	4,577,327				
Impression per \$ Impresiones por Dólar \$	254				
Current ad equivalency Equivalencia Publicitaria Actual	\$389,268	The National Mango Board works with produce and grocery trade publications to get mango stories placed in industry trade magazines and newspapers. La National Mango Board trabaja con publicaciones gremiales de las industrias de productos agroalimentarios y súpermercados para colocar artículos sobre el mango en revistas y periódicos gremiales de la industria.			
Ad Equivalency per \$ Equivalencia Publicitaria por \$	\$21.63				
Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/	Impressions Impresiones	Ad Equivalency Equivalencia Publicitaria
Print / Impreso					
<i>Produce Business</i>	Six Ways to Heat Up Sales of Tropical Fruits and Veggies	1/1/2009	14,893	34,254	\$50,978.07
<i>AmericaFruit</i>	NMB explores new avenues to increase consumption	1/1/2009	3,000	6,900	Number not available
<i>AmericaFruit</i>	Changing consumer demands prompt shift in varietal portfolio	1/1/2009	3,000	6,900	Number not available
<i>AmericaFruit</i>	Mangoes	1/12/2009	3,000	6,900	Number not available
<i>The Packer</i>	Tradewatch	1/12/2009	12,560	28,888	\$378.06
<i>Produce Business</i>	Move More Mexican Mangos	2/1/2009	14,893	34,254	\$16,376.30
<i>Produce Business</i>	Mango Board 2009 Initiatives	2/1/2009	See above	See above	\$5,432.50
<i>The Packer</i>	Tradewatch	2/19/2009	12,560	28,888	\$283.53
<i>Produce Business</i>	NMB Elects New Officers	3/1/2009	14,893	34,254	\$1,090.44
<i>The Packer</i>	Seminar emphasizes practice policies	3/2/2009	12,560	28,888	\$2,977.23
<i>The Produce News</i>	Mangos: Importers Cite Good Crop but Forsee Tough Year in '09	3/16/2009	11,801	27,142	\$5,067.72
<i>The Produce News</i>	Mango Board Issues Tips for Best Handling Practices at Retail Level	3/16/2009	See above	See above	\$5,823.36
<i>The Produce News</i>	Southern Exposure 2009	3/16/2009	See above	See above	\$2,585.85
<i>The Produce News</i>	Mexican Mangos: Mango Board Offers Promotional Push for Retail and Consumers	3/16/2009	See above	See above	\$7,268.76
<i>Red Book</i>	Mango Board Boosts Online Marketing Efforts	3/24/2009	1,026,534	1,026,534	Number not available
<i>The Packer</i>	Importers Find Opportunities in Guatemala	3/30/2009	12,560	28,888	\$567.09
<i>The Packer</i>	Mangoes Get New PLUs, Classification System	4/6/2009	12,560	28,888	\$5,549.91
<i>The Packer</i>	Best Practices Seminar Educations	4/6/2009	See above	See above	\$9,408.30



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Print / Impreso					
<i>The Packer</i>	Mango Board Looking to Fill Member Positions	4/6/2009	See above	See above	\$5,338.41
<i>The Packer</i>	Mango Board Hypes Features, Programs for Spring	4/6/2009	See above	See above	\$17,959.50
<i>Fresh Americas</i>	Francine Mango	4/1/2009	13,000	29,900	\$3,200.00
<i>Produce Business</i>	The Challenges and Opportunities of Mango Merchandising	5/1/2009	14,893	34,254	\$1,689.12
<i>Produce Business</i>	Build Big Displays	5/1/2009	See above	See above	\$834.63
<i>Produce Business</i>	NMB Expands Online Marketing Efforts	5/1/2009	See above	See above	\$1,192.32
<i>The Packer</i>	National Mango Board Outreach Meeting	5/11/2009	12,416	28,557	\$194.70
<i>The Packer</i>	Mango, onion boards create feature for print publications	5/18/2009	12,560	28,888	\$2,737.98
<i>The Produce News</i>	Early Mexican Imports Exceed Expectations, but Lighter June-July Expected	6/8/2009	11,801	27,142	\$10,730.37
<i>The Produce News</i>	National Mango Board Promotes June as Mango Month	6/8/2009	See above	See above	\$13,656.27
<i>The Produce News</i>	Retailers Doing Their Part to Move Large Mango Crop	6/8/2009	See above	See above	\$4,020.45
<i>The Produce News</i>	Food Source Expects Mango Volume to Grow, Offers Year-Round Supply	6/8/2009	See above	See above	\$3,239.97
<i>The Produce News</i>	Retail Tools Developed for Mango Promotions	6/8/2009	See above	See above	\$6,057.06
<i>The Produce News</i>	Irradiation of Mangos Presents Many Challenges	6/8/2009	See above	See above	\$3,486.63
<i>The Produce News</i>	Summer Should Get Boost from Brazil	6/8/2009	See above	See above	\$2,949.21
<i>The Packer</i>	Mangoes	6/25/2009	13,069	30,059	\$14,181.18
<i>The Packer</i>	Tropical Sales, Especially Mangos,	9/7/2009	13,069	30,059	\$16,596.12
<i>The Packer</i>	Mango Board Plans Busy Fall Season	9/7/2009	See above	See above	\$5,271.00
<i>The Produce News</i>	National Mango Board Schedules Expansive	9/28/2009	12,732	29,284	\$13,967.88
<i>The Produce News</i>	Mango Shipments Expect to Rebound	9/28/2009	See above	See above	\$18,944.46
<i>The Produce News</i>	Texas Warehouse Helps Coast Tropical	9/28/2009	See above	See above	\$20,366.34
<i>Produce Business</i>	Mangos on the Menu	10/1/2009	14,893	34,254	\$22,246.56
<i>The Packer</i>	Pricing on Tropicals, Specialties Reflects	10/5/2009	13,069	30,059	\$7,338.42
<i>The Packer</i>	Green-Skinned Mangos Spark Growers' Interest	10/5/2009	See above	See above	\$16,843.11
<i>Produce Business</i>	NMB Wraps Up Kids Cooking Program	11/1/2009	14,893	34,254	\$1,124.52
<i>The Packer</i>	Mango Board Prepares for Holidays with Video,	11/2/2009	13,069	30,059	\$3,126.69



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Print / Impreso					
<i>Produce Business</i>	Mexican Promotion Kicks Into High Gear	12/1/2009	14,893	34,254	\$3,974.40
<i>The Produce News</i>	National Mango Board Elects New Officers for	12/7/2009	11,801	27,142	\$13,565.37
<i>The Packer</i>	Slightly Bigger Volume Likely for Mangoes	12/21/2009	13,057	30,031	\$6,348.09
<i>The Packer</i>	Importers Feel Pressure to Keep Prices Low	12/21/2009	13,057	30,031	\$902.10
<i>The Packer</i>	Marketers Maintain Ad Budgets in Downturn	12/21/2009	13,057	30,031	\$1,933.05
PRINT SUBTOTAL / SUBTOTAL PARA IMPRESO:			1,380,143	1,839,835	\$357,803.03
Online / Internet					
<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>The Packer Online</i>	Tradewatch	1/12/2009	17,869	17,869	\$715.00
<i>FreshPlaza</i>	Importers and Retailers are Invited to	2/26/2009	35,500	35,500	\$550.00
<i>Produce Merchandising</i>	Mango Handling Best Webinar	3/3/2009	1,600	1,600	\$2,030.00
<i>The Packer Online</i>	Early Mexican Mango Volumes Surge	3/4/2009	87,327	87,327	\$2,145.00
<i>FreshPlaza</i>	Widgets, Social Networking, and Web Site Improvement May Yield Big Results	3/20/2009	35,500	35,500	\$550.00
<i>The Packer Online</i>	Mango Board Plans Web, Video Promos	3/20/2009	87,327	87,327	\$2,977.00
<i>The Produce News</i>	Mexican Mangos May be Out of Hot Water	3/20/2009	11,801	11,801	Number not available
<i>PMA Headline News</i>	Mexican Mangos May be Out of Hot Water	3/25/2009	6,000	6,000	Number not available
<i>FreshPlaza</i>	National Mango Board Seeks Nominees for 2010 Term	3/26/2009	35,500	35,500	\$550.00
<i>The Packer Online</i>	Importers Find Opportunities in Guatemala	3/27/2009	87,327	87,327	\$2,145.00
<i>The Packer Online</i>	National Mango Board Seeks Nominations	3/30/2009	87,327	87,327	\$440.00
<i>PMA Headline News</i>	NMB Nominations	4/1/2009	6,000	6,000	Number not available
<i>FreshPlaza (es)</i>	La Mango Board se acerca a los productores para conocer sus expectativas y presentar estrategias de acceso al mercado	4/7/2009	Numbers not available	Numbers not available	Numbers not available
<i>FreshPlaza</i>	William Watson: Mango Board close to growers to share market expectations and strategies	4/15/2009	35,500	35,500	\$550.00
<i>The Packer Online</i>	National Mango Board sets outreach meeting in June	5/8/2009	87,327	87,327	\$660.00
<i>The Packer Online</i>	Mango Board plans more online outreach	5/20/2009	87,327	87,327	\$1,210.00



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Online / Internet					
<i>FreshPlaza</i>	National Mango Board Excels at Online Editorial Outreach and Social Media	5/20/2009	35,500	35,500	\$550.00
<i>PMA Headline News</i>	Mango Board plans more online outreach	5/20/2009	6,000	6,000	Numbers not available
<i>The The Produce News</i>	National Mango Board holds outreach meeting in New Jersey	6/3/2009	13,080	13,080	Numbers not available
<i>PMA Headline News</i>	National Mango Board holds outreach meeting in New Jersey	6/4/2009	6,000	6,000	Numbers not available
<i>FreshPlaza</i>	Availability of Most Mango Varieties in Stores Encourages Consumer Promotion	6/5/2009	35,500	35,500	\$550.00
<i>The Produce News</i>	Retailers Doing Their Part to Move Large Mango Crop	6/10/2009	13,080	13,080	Numbers not available
<i>The Packer Online</i>	Mango Deal to Shift Early from Mexico to Brazil	8/18/2009	87,327	87,327	\$1,275.00
<i>The Packer Online</i>	National Mango Board Expands Retail Resources	8/18/2009	87,327	87,327	\$935.00
<i>PMA Headline News</i>	Mango Deal to Shift Early from Mexico to Brazil	8/19/2009	6,000	6,000	Numbers not available
<i>Fresh Plaza</i>	National Mango Board Offers New Tools to Produce Retailers	8/19/2009	35,500	35,500	\$550.00
<i>Progressive Grocer</i>	NMB Offers Retailer Tools to Drive Mango Movement	8/20/2009	12,817	12,817	\$97.50
<i>PMA Headline News</i>	National Mango Board Offers Retailers Tools to Drive Mango Movement	8/21/2009	6,000	6,000	Numbers not available
<i>The Packer Online</i>	Aspiring Chef Wins National Mango Board Cooking Contest	9/2/2009	87,327	87,327	\$935.00
<i>Fruit Net</i>	NMB Wraps Up Kids Cooking Contest	9/3/2009	3,000	3,000	Numbers not available
<i>PMA Headline News</i>	Aspiring Chef Wins National Mango Board Cooking Contest	9/3/2009	6,000	6,000	Numbers not available
<i>The Packer Daily</i>	Aspiring Chef Wins National Mango Board Cooking Contest	9/3/2009	40,000	40,000	Numbers not available
<i>The Packer Online</i>	Mango Board Preps for Holidays with Video, Social Media Outreach	10/16/2009	87,327	87,327	\$935.00
<i>Fresh Plaza</i>	National Mango Board Adds Flair to Holidays with Focus on Charity	10/19/2009	35,500	35,500	\$550.00



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Online / Internet					
<i>Red Book</i>	Mango Board's Holiday Video Will Benefit School	10/20/2009	1,026,534	1,026,534	Numbers not available
<i>Fruit Net</i>	Mangos Reap Foodservice Success	11/19/2009	3,000	3,000	Numbers not available
<i>The Packer Online</i>	National Mango Board Generates Interest Around Foodservice	11/20/2009	87,327	87,327	\$935.00
<i>Fresh Plaza</i>	US: National Mango Board's Foodservice Efforts Serve Up	11/24/2009	35,500	35,500	\$550.00
<i>PMA Headline News</i>	National Mango Board Generates Interest Around Foodservice	11/24/2009	6,000	6,000	Numbers not available
<i>The Packer Online</i>	Culinary Institute Features Produce in Worlds of Flavor	11/30/2009	87,327	87,327	\$935.00
<i>The Produce News</i>	National Mango Board Elects New Officers for 2010	12/2/2009	13,080	13,080	Numbers not available
<i>Fresh Plaza</i>	US: National Mango Board Elects New Officers for 2010	12/3/2009	35,500	35,500	\$550.00
<i>Fruit Net</i>	National Mango Board Elects 2010 Officers	12/3/2009	3,000	3,000	Numbers not available
<i>The Packer Online</i>	National Mango Board Elects New Officers	12/4/2009	87,327	87,327	\$935.00
<i>The Produce News</i>	New Mango Officers	12/7/2009	13,080	13,080	Numbers not available
ONLINE SUBTOTAL / SUBTOTAL PARA INTERNET:			2,737,492	2,737,492	\$31,464.50
TOTAL:			4,117,635	4,577,327	\$389,268



Glossary

Glossary of Terms	Glosario de Términos
Ad Equivalency: 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.	Equivalencia Publicitaria: Cómputo de lo que costaría la colocación de un artículo en un dado periódico o revista o en algún programa de televisión o radio. Este cómputo se basa en en la tarifa por pulgada de columna en el ámbito impreso, la tarifa comercial por 30 segundos de difusión.
Ad Equivalency per \$: A ratio comparing the advertising equivalency to the actual amount spent on the project. Any number greater than 1 indicates that the ad equivalency gained was greater than our investment, resulting in a positive return on investment.	Equivalencia Publicitaria por Dólar \$: Una relación que compara la equivalencia publicitaria con la cantidad real invertida en el proyecto. Cualesquier número arriba de 1 indica que la equivalencia publicitaria obtenida superó nuestra inversión, resultando en un retorno positivo sobre la inversión.
Impressions: 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.	Impresiones: Cálculo del número de personas que leen un sólo artículo de periódico o revista. Esto se calcula multiplicando la circulación de la publicación por 2.3, un multiplicador conservador pero realista. Las revistas a menudo utilizan del 5 -7, creyendo que las revistas tienen una vida útil más extensa y se comparten entre más personas. Los periódicos a menudo usan el tres (3), lo cual significa que tres personas en un hogar o en una oficina leen el periódico. Nosotros usamos el 2.3 como una cifra conservadora para asegurar que los resultados no se perciben como infladas o irrealistas.
Impressions per \$: A ratio comparing the total number of impressions to the investment on the project. It shows how many people were reached with every dollar invested.	Impresiones por Dólar \$: Relación que compara el número total de impresiones con la inversión en el proyecto. Muestra el número de personas alcanzadas con cada dólar invertido.
Viewers or Listeners: Number of viewers for a TV placement or number of listeners for a radio placement. There is no multiplier factor in reporting these figures.	Televidentes o Radioescuchas: Número de televidentes para una colocación en televisión o número de radioescuchas para una colocación en la radio. No existe factor multiplicador al informar sobre estas cifras.
Unique Visitors Per Month: A unique visitor is a statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report which is typically 30 days. This statistic is relevant to site publishers and advertisers as a measure of a site's true audience size.	Visitantes Únicos por Mes: Un visitante único es una estadística que describe una unidad de tráfico hacia un sitio web, contando a cada visitante sólo una vez dentro del marco de tiempo que por lo general es de 30 días. Esta estadística es relevante para publicadores de sitios web y publicadores como una medida verídica del auditorio real que tiene algún sitio.