



2010 National Mango Board Foodservice Media Results

Return on Investment					
Retorno Sobre la Inversión					
Investment / Inversión	\$26,000.00				
Current Impressions Total					
Total de Impresiones Actual	4,090,806				
Impression per \$					
Impresiones por Dólar \$	157.34				
Current ad equivalency		The National Mango Board works with foodservice publications to get mango stories placed in foodservice magazines and newspapers.			
Equivalencia Publicitaria Actual	\$148,879	La National Mango Board trabaja con publicaciones de Servicio de Alimentos para colocar artículos sobre el mango en revistas y periódicos de Servicio de Alimentos.			
Equivalency per \$					
Equivalencia Publicitaria por Dólar \$	5.73				
Outlet Medio	Headline Encabezado	Date Fecha	Circulation / Unique Visitors / Viewership Circulación / Visitantes Unicos / Teleauditorio	Impressions Impresiones	Ad Equivalency Equivalencia Publicitaria
<b>Print / Impreso</b>					
Flavor & The Menu	Making Sense of Flavor	Winter 2010	25,000	57,500	\$4,675.00
Dietary Manager	The Majestic Mango	2/1/2010	15,500	35,650	\$6,519.50
Food Management	Reeling in Customers	2/1/2010	47,000	108,100	\$6,485.50
Flavor & The Menu	Finely Chopped Flavor	Spring 2010	25,000	57,500	\$7,429.00
FoodService Director	Salads on the Run	4/1/2010	45,000	103,500	\$5,057.50
Restaurant Business	Foodservice Buyer Produce	4/1/2010	76,000	174,800	\$4,896.00
National Culinary Review	Food Engineering	4/1/2010	22,000	50,600	\$2,061.25
School Nutrition	Mango Mastery	4/1/2010	55,000	126,500	\$2,626.50
Restaurant Hospitality	Appetizers for all Tastes	5/1/2010	110,000	253,000	\$5,474.00
Food Management	Upper Crusts	6/1/2010	47,000	108,100	\$2,936.75
QSR	The Cheese Challenge	6/1/2010	30,000	69,000	\$2,889.15
Food Product Design	Surprisingly Sweet and Savory	7/1/2010	32,000	73,600	\$4,177.75
Restaurant Business	Cuban Mango Melt	7/1/2010	76,000	174,800	\$7,837.00
Pizza Marketing Quarterly	Summer Salads	8/1/2010	40,000	92,000	\$2,825.40
QSR	Fresh Ideas: Condiments	8/1/2010	30,000	69,000	\$7,139.15
Flavor & The Menu	Packing a Punch	Summer 2010	25,000	57,500	\$11,875.00
Flavor & The Menu	New Classics in the Making	Summer 2010	0	0	\$4,675.00
Food Management	Back of the House	9/1/2010	47,000	108,100	\$3,242.75
Restaurant Hospitality	Menu News	9/1/2010	110,000	253,000	\$3,480.75
Restaurant Hospitality Cooking Insert	Small Plates	9/1/2010	110,000	253,000	\$6,162.50
FoodService Director	Making Desserts Healthier	10/15/2010	45,000	103,500	\$3,017.50
Flavor & The Menu	Three Days to Think Flavor	Fall 2010	25,000	57,500	\$4,675.00
Flavor & The Menu	Healthful Helpings	Fall 2010	0	0	\$4,675.00
National Culinary Review	Lamb Legends	Nov/Dec 2010	22,000	50,600	\$2,061.25
Restaurant Hospitality	Menu Trends	12/1/2010	110,000	253,000	\$4,653.75
School Nutrition	NutriNet	12/1/2010	55,000	126,500	\$2,626.50
Nightclub & Bar	Just Desserts	Nov/Dec 2010	24,000	55,200	\$1,219.75
<b>PRINT SUBTOTAL / SUBTOTAL PARA IMPRESO:</b>			<b>1,248,500</b>	<b>2,871,550</b>	<b>\$125,394.20</b>
<b>Online / Internet</b>					
Flavor & The Menu online	Making Sense of Flavor	Winter 2010	3,000	3,000	\$425.00
Food Management online	Reeling in Customers	2/1/2010	20,500	20,500	\$1,275.00
Food Product Design online	Mangos Help Prevent Breast, Colon Cancer	3/1/2010	53,000	53,000	\$850.00
Flavor & The Menu online	Finely Chopped Flavor	Spring 2010	3,000	3,000	\$425.00
Restaurant Business online	Foodservice Buyer Produce	4/1/2010	15,776	15,776	\$2,500.00
National Culinary Review online	Food Engineering	4/1/2010	36,856	36,856	\$500.00



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<b>Online / Internet</b>					
School Nutrition online	Mango Mastery	4/1/2010	105,000	105,000	\$660.00
Restaurant Hospitality online	Appetizers for all Tastes	5/1/2010	28,950	28,950	\$580.00
FS Rewards online	All About Mangos Quiz	5/1/2010	62,916	62,916	\$0.00
Food Management online	Upper Crusts	6/1/2010	20,500	20,500	\$420.00
QSR online	The Cheese Challenge	6/1/2010	100,000	100,000	\$2,500.00
Food Product Design online	Surprisingly Sweet and Savory	7/1/2010	53,000	53,000	\$1,000.00
Restaurant Business online	Cuban Mango Melt	7/1/2010	27,500	27,500	\$2,500.00
Pizza Marketing Quarterly online	Summer Salads	8/1/2010	215,000	215,000	\$595.00
QSR online	Fresh Ideas: Condiments	8/1/2010	100,000	100,000	\$2,500.00
Flavor & The Menu online	Packing a Punch	Summer 2010	3,000	3,000	\$425.00
Flavor & The Menu online	New Classics in the Making	Summer 2010	0	0	\$425.00
Café Meeting Place online	The Power of a Good Hot Sandwich	9/1/2010	20,000	20,000	\$0.00
Food Management online	Back of the House	9/1/2010	22,286	22,286	\$460.00
Restaurant Hospitality online	Menu News	9/1/2010	28,950	28,950	\$580.00
Restaurant Hospitality Cooking online	Small Plates	9/1/2010	28,950	28,950	\$580.00
Café Meeting Place online	New Classroom Tools - Free	10/11/2010	3,266	3,266	\$0.00
Flavor & The Menu online	Three Days to Think Flavor	Fall 2010	3,000	3,000	\$425.00
Flavor & The Menu online	Healthful Helpings	Fall 2010	0	0	\$425.00
Chef online exclusive	Side by side	Winter 2010	34,000	34,000	\$695.00
National Culinary Review online	Lamb Legends	Nov/Dec 2010	36,856	36,856	\$500.00
Restaurant Hospitality online	Menu Trends	12/1/2010	28,950	28,950	\$580.00
School Nutrition online	NutriNet	12/1/2010	105,000	105,000	\$660.00
Nightclub & Bar online	Just Desserts	12/1/2010	30,000	30,000	\$500.00
Nightclub & Bar online	Featured Video	12/1/2010	30,000	30,000	\$500.00
<b>ONLINE SUBTOTAL / SUBTOTAL PARA INTERNET:</b>			<b>1,219,256</b>	<b>1,219,256</b>	<b>\$23,485.00</b>
<b>TOTAL:</b>			<b>2,467,756</b>	<b>4,090,806</b>	<b>\$148,879.20</b>



## Glossary

Glossary of Terms	Glosario de Términos
<p><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.</p>	<p><b>Equivalencia Publicitaria:</b> 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 la tarifa por pulgada de columna en el ámbito impreso, la tarifa comercial por 30 segundos de difusión.</p>
<p><b>Ad Equivalency per \$:</b> 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.</p>	<p><b>Equivalencia Publicitaria por Dólar \$:</b> 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.</p>
<p><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.</p>	<p><b>Impresiones:</b> 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.</p>
<p><b>Impressions per \$:</b> 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.</p>	<p><b>Impresiones por Dólar \$:</b> Relación que compara el número total de impresiones con la inversión en el proyecto. Muestra el número de personas alcanzadas con cada dólar invertido.</p>
<p><b>Viewers or Listeners:</b> Number of viewers for a TV placement or number of listeners for a radio placement. There is no multiplier factor in reporting these figures.</p>	<p><b>Televidentes o Radioescuchas:</b> 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.</p>
<p><b>Unique Visitors Per Month:</b> 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.</p>	<p><b>Visitantes Únicos por Mes:</b> 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 publicitadores como una medida verídica del auditorio real que tiene algún sitio.</p>