



2010 National Mango Board Trade Media Results

Return on Investment/ Retorno Sobre la Inversión					
Investment/ Inversión	\$10,000.00				
Current Impressions Total					
Total de Impresiones Actual	3,697,584				
Impression per \$					
Impresiones por Dólar \$	370	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.			
Current ad equivalency					
Equivalencia Publicitaria Actual	\$322,729				
Ad Equivalency per \$	\$32.27				
Equivalencia Publicitaria por \$					
Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones	Ad Equivalency Equivalencia Publicitaria
Print / Impreso					
AmericaFruit	Fresh Bites	1/1/2010	4,500	10,350	Numbers not available
AmericaFruit	Ecuador puts spotlight firmly on quality as volume recovers	1/1/2010	See above	See above	Numbers not available
Produce Business	Mexican Mangos - Choosing Beyond Color	2/1/2010	14,893	34,254	\$54,440.42
The Packer	Tradewatch	2/15/2010	13,057	30,031	\$1,785.09
The Packer	Mango board plans Web seminars to discuss marketing, research efforts	2/22/2010	13,060	30,038	\$5,467.35
The Packer	Mangoes studied for anti-cancer health benefits	3/8/2010	13,060	30,038	\$1,023.33
The Packer	Mango board faces first referendum	3/15/2010	13,060	30,038	\$687.30
Produce News	Mango industry buoyed by cancer research	3/15/2010	12,877	29,617	\$14,617.84
Produce News	Mango industry moving forward with carton uniformity	3/15/2010	See above	See above	\$9,289.74
Produce News	Mango Board referendum set	3/15/2010	See above	See above	\$2,183.31
Produce News	National Mango Board attacks color differentiation	3/15/2010	See above	See above	\$7,303.53
The Packer	Mango Board seeks nominees	4/19/2010	13,060	30,038	\$3,057.05
Produce News	National Mango Board seeks nominees	4/19/2010	12,898	29,665	\$1,239.27
The Packer	Mangoes bounce back after rain	4/26/2010	13,060	30,038	\$3,818.40
The Packer	Mango industry votes to continue board	4/26/2010	See above	See above	\$748.41
The Packer	Marketers try to pass knowledge to consumer	4/26/2010	See above	See above	\$1,176.06



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<b>Print / Impreso</b>					
<i>The Packer</i>	Research studies target nutrition	4/26/2010	See above	See above	\$2,512.50
<i>The Packer</i>	Stores use sampling to attract shoppers	4/26/2010	See above	See above	\$1,779.36
<i>The Packer</i>	Mango volume should be heavy this summer	6/7/2010	13,060	30,038	\$9,136.02
<i>Produce News</i>	NMB offers ripeness guide for retailers	6/7/2010	12,877	29,617	\$2,519.04
<i>Produce News</i>	National Mango Board Donates \$5000 to Food and Finance High School for future chefs	6/7/2010	See above	See above	\$8,412.93
<i>Produce News</i>	Freska Produce Int. anticipates increased mango volume	6/7/2010	See above	See above	\$3,746.10
<i>Produce News</i>	NMB debuts crop report data	6/7/2010	See above	See above	\$2,278.95
<i>Produce News</i>	National Mango Board moves ahead with ambitious program	6/7/2010	See above	See above	\$2,170.83
<i>The Packer</i>	Mango Board Posts Crop Data	7/26/2010	13,060	30,038	\$3,664.90
<i>The Packer</i>	Marketing program targets parents	8/9/2010	13,060	30,038	\$3,937.71
<i>The Packer</i>	Mango Board courts women's magazines	8/9/2010	See above	See above	\$322.65
<i>The Packer</i>	Autumn brings increase in movement	9/6/2010	13,060	30,038	\$4,997.52
<i>The Packer</i>	Shippers plan more mango varieties	9/6/2010	See above	See above	\$1,770.21
<i>The Packer</i>	Mango Board releases crop report app	9/6/2010	See above	See above	\$859.14
<i>The Packer</i>	Merchandising: mangoes	9/6/2010	See above	See above	\$1,029.75
<i>The Produce News</i>	Mango board undertaking many fall marketing efforts	9/20/2010	12,799	29,438	\$3,659.25
<i>The Produce News</i>	Anticipated mango import volumes get mixed review	9/20/2010	See above	See above	\$7,425.69
<i>The Packer</i>	Mango board seeks feedback on fee increase	10/11/2010	13,043	29,999	\$2,076.75
<i>The Packer</i>	Mango board promotions maintain stream into fall, winter	10/18/2010	13,043	29,999	\$7,008.85



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<b>Print / Impreso</b>					
<i>The Packer</i>	Mango board to hold virtual outreach meeting	11/22/2010	13,043	29,999	\$868.00
<i>The Packer</i>	Fruit importer named mango board chair	12/20/2010	13,043	29,999	\$3,397.02
<b>PRINT SUBTOTAL / SUBTOTAL PARA IMPRESO:</b>			<b>253,613</b>	<b>583,310</b>	<b>\$180,410.27</b>
<b>Online / Internet</b>					
<i>PMA Headline News</i>	Mango stops growth of colon, breast cancer cells in lab	1/20/2010	6,000	6,000	\$1,000.00
<i>Produce Industry Insider Market Update</i>	Mexican Mangos	1/29/2010	15,000	15,000	\$750.00
<i>7th Space Interactive</i>	USDA Names Members to the National Mango Board	2/4/2010	21,923	21,923	Numbers not available
<i>Produce News</i>	USDA Names Members to the National Mango Board	2/5/2010	1,189	1,189	\$1,500.00
<i>The Packer</i>	National Mango Board appoints six	2/5/2010	87,327	87,327	\$845.00
<i>Fruit Net</i>	Mango board members named by USDA	2/8/2010	3,000	3,000	Numbers not available
<i>Perishable News</i>	USDA Names 6 New NMB Members	2/8/2010	22,000	22,000	\$1,500.00
<i>PMA Headline News</i>	USDA Names Members to the National Mango Board	2/9/2010	6,000	6,000	\$1,000.00
<i>Produce News</i>	National Mango Board to host virtual outreach meeting	2/17/2010	1,189	1,189	\$1,500.00
<i>Perishable News</i>	NMB to Host Virtual Outreach Meeting	2/18/2010	22,000	22,000	\$1,500.00
<i>The Packer</i>	Mango board schedules web seminars	2/19/2010	87,327	87,327	\$1,885.00
<i>FreshPlaza</i>	US: Mango board schedules Web seminars	2/22/2010	17,900	17,900	\$550.00
<i>The Packer</i>	Mangoes' cancer-fighting properties studied	3/1/2010	87,327	87,327	\$1,885.00
<i>Fruit Net</i>	Cancer study suggests mango benefit	3/2/2010	3,000	3,000	Numbers not available
<i>Perishable News</i>	Study: Mangos Can Help Fight Cancer Cells	3/4/2010	22,000	22,000	\$2,000.00



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<b>Online / Internet</b>					
<i>The Packer</i>	Mango Board faces first referendum	3/12/2010	87,327	87,327	\$1,885.00
<i>Perishable News</i>	NMB to Undergo USDA Referendum Vote	3/11/2010	22,000	22,000	\$495.00
<i>Produce News</i>	Mango industry moving forward on carton uniformity	3/15/2010	1,189	1,189	\$2,000.00
<i>PMA Headline News</i>	Mango industry moving forward on carton uniformity	3/16/2010	6,000	6,000	\$1,000.00
<i>FreshPlaza</i>	Market ripe for mangos from Mexico	4/2/2010	26,305	26,305	\$550.00
<i>The Packer</i>	Mango Board seeks nominees	4/12/2010	20,286	20,286	\$1,885.00
<i>Perishable News</i>	National Mango Board seeks nominees	4/13/2010	22,000	22,000	\$2,000.00
<i>FreshPlaza e-Newsletter</i>	National Mango Board seeks nominees	4/14/2010	17,900	17,900	\$600.00
<i>PMA Headline News</i>	National Mango Board seeks nominees	4/14/2010	6,000	6,000	\$1,000.00
<i>FreshPlaza</i>	National Mango Board seeks nominees	4/14/2010	26,305	26,305	\$880.00
<i>Redbook Marketing Online</i>	Nominees sought for National Mango Board	4/16/2010	1,026,534	1,026,534	\$440.00
<i>The Packer Daily</i>	National Mango gets another five years	4/16/2010	40,000	40,000	\$570.00
<i>The Packer</i>	National Mango gets another five years	4/16/2010	20,286	20,286	\$1,885.00
<i>FreshPlaza</i>	Mango first handlers and importers vote to continue the Mango Promotion, Research and Information Order	4/16/2010	26,305	26,305	\$440.00
<i>FreshPlaza e-Newsletter</i>	Mango first handlers and importers vote to continue the Mango Promotion, Research and Information Order	4/16/2010	17,900	17,900	\$600.00
<i>Produce News</i>	National Mango Board seeks nominees	4/19/2010	1,189	1,189	\$1,500.00
<i>FreshPlaza</i>	Mango Importers and first handlers vote to continue National Mango Board	4/19/2010	26,305	26,305	\$440.00
<i>PMA Headline News</i>	National Mango Board gets another 5 years	4/19/2010	6,000	6,000	\$1,000.00
<i>Perishable News</i>	Mango Board to continue for another 5 years	4/19/2010	22,000	22,000	\$2,000.00
<i>Fruit Net</i>	National Mango Board programme to continue	4/20/2010	3,000	3,000	Numbers not available
<i>The Packer</i>	National Mango Board to host Web seminars	5/13/2010	20,286	20,286	\$1,885.00
<i>FreshPlaza</i>	National Mango Board to host best practices and industry outreach webinar events in June	5/14/2010	26,305	26,305	\$440.00
<i>FreshPlaza e-Newsletter</i>	National Mango Board to host best practices and industry outreach webinar events in June	5/14/2010	17,900	17,900	\$600.00



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<b>Online / Internet</b>					
<i>Perishable News</i>	National Mango Board to host webinars	5/17/2010	22,000	22,000	\$2,000.00
<i>PMA Headline News</i>	National Mango Board to host best practices and industry outreach webinar events in June	5/17/2010	6,000	6,000	\$1,000.00
<i>Perishable News</i>	NMB Donates \$5K to NYC High School	6/3/2010	22,000	22,000	\$2,000.00
<i>PMA Headline News</i>	National Mango Board moves ahead with ambitious program	6/4/2010	6,000	6,000	\$1,000.00
<i>FreshPlaza</i>	National Mango Board Donates \$5000 to Food and Finance High School in NYC	6/4/2010	26,305	26,305	\$440.00
<i>FreshPlaza e-Newsletter</i>	National Mango Board Donates \$5000 to Food and Finance High School in NYC	6/4/2010	17,900	17,900	\$600.00
<i>The Packer</i>	Mango Board turns five years old	6/7/2010	20,286	20,286	\$2,775.00
<i>Perishable News</i>	National Mango Board Updates Crop Report	7/6/2010	22,000	22,000	\$2,000.00
<i>FreshPlaza</i>	National Mango Board Unveils Crop Report Application	7/16/2010	26,305	26,305	\$880.00
<i>FreshPlaza e-Newsletter</i>	National Mango Board Unveils Crop Report Application	7/16/2010	17,900	17,900	\$600.00
<i>Perishable News</i>	National Mango Board Unveils Crop Report Application	7/20/2010	22,000	22,000	\$2,000.00
<i>PMA Headline News</i>	National Mango Board Unveils Crop Report Application	7/21/2010	6,000	6,000	\$1,000.00
<i>The Packer</i>	Mango Board releases app for easy information	7/21/2010	20,286	20,286	\$1,885.00
<i>The Packer</i>	PBH aims child health to adults	8/4/2010	20,286	20,286	\$1,885.00
<i>The Packer</i>	Mango Board courts national women's magazines	8/4/2010	20,286	20,286	\$845.00
<i>FreshPlaza</i>	April to mid-August Mango Volume 15 Percent Higher than in 2009	8/20/2010	26,305	26,305	\$440.00
<i>Fruit Net</i>	Record mangoes enter US market	8/20/2010	3,000	3,000	Numbers not available
<i>Perishable News</i>	Mango Industry Imports Record-Setting Volume for April	8/20/2010	22,000	22,000	\$2,000.00
<i>The Packer</i>	Mangoes see record imports, increased promotions	8/20/2010	20,286	20,286	\$1,885.00
<i>The Packer Daily</i>	Mangoes see record imports, increased promotions	8/20/2010	40,000	40,000	\$570.00
<i>The Produce News</i>	Mango industry imports record-setting spring/summer volume	8/23/2010	1,189	1,189	\$2,500.00



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<b>Online / Internet</b>					
<i>FreshPlaza</i>	Desde abril hasta mediados de agosto el volumen de mango fue de 15% mas que en el 2009	8/23/2010	26,305	26,305	\$440.00
<i>Perishable News</i>	Mango Industry Imports Record-Setting Volume for April to Mid-August	8/24/2010	22,000	22,000	\$2,000.00
<i>PMA Headline News</i>	Mango industry imports record-setting spring/summer volume	8/24/2010	6,000	6,000	\$1,000.00
<i>The Packer</i>	Mexican mango deal sets record	8/25/2010	20,286	20,286	\$1,885.00
<i>The Packer</i>	Third NMB virtual meeting covers mango marketing	8/31/2010	28,000	28,000	\$1,093.00
<i>The Packer Daily</i>	Third NMB virtual meeting covers mango marketing	9/1/2010	36,000	36,000	\$1,250.00
<i>FreshPlaza</i>	National Mango Board to host virtual outreach meeting	9/1/2010	28,400	28,400	\$880.00
<i>Perishable News</i>	National Mango Board to host virtual outreach meeting	9/2/2010	22,000	22,000	\$2,000.00
<i>PMA Headline News</i>	National Mango Board to host virtual outreach meeting	9/2/2010	6,000	6,000	\$1,000.00
<i>Progressive Grocer</i>	Mango Madness	9/15/2010	65,261	65,261	Numbers not available
<i>The Packer</i>	Fall brings higher tropical fruit movement and interest	9/16/2010	28,000	28,000	\$6,847.00
<i>The Packer</i>	Business Updates: Fall Tropicals	9/16/2010	28,000	28,000	\$1,345.00
<i>Produce Marketing Association</i>	Mango board undertaking many fall marketing efforts	9/20/2010	11,076	11,076	\$1,000.00
<i>The Produce News</i>	Mango board undertaking many fall marketing efforts	9/20/2010	1,189	1,189	\$2,500.00
<i>PMA Headline News</i>	Mango board undertaking many fall marketing efforts	9/21/2010	6,000	6,000	\$1,000.00
<i>The Packer</i>	PMA meeting to discuss increasing mango assessments	10/6/2010	28,400	28,400	\$5,082.00
<i>PMA Headline News</i>	PMA meeting to discuss increasing mango assessments	10/6/2010	10,220	10,220	\$1,000.00
<i>Fresh Plaza</i>	US: National Mango Board to host reception at PMA	10/6/2010	30,000	30,000	\$1,995.00
<i>The Packer</i>	National Mango Board meeting to address assessment increase	11/17/2010	18,708	18,708	\$3,532.00
<i>The Packer Daily</i>	National Mango Board meeting to address assessment increase	11/17/2010	40,000	40,000	\$570.00



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<b>Online / Internet</b>					
<i>Fresh Plaza</i>	Proposed Assessment Increase: What does it mean to the mango industry?	11/17/2010	30,000	30,000	\$2,250.00
<i>Perishable News</i>	National Mango Board to host virtual outreach meeting	11/17/2010	22,000	22,000	\$2,000.00
<i>PMA Headline News</i>	National Mango Board meeting to address assessment increase	11/18/2010	10,220	10,220	\$1,000.00
<i>Fresh Plaza</i>	Incremento del Proyecto de Evaluation: Que significa para la industria del mango?	11/22/2010	30,000	30,000	\$2,250.00
<i>The Packer</i>	Mango markets expected strong until January	12/1/2010	28,400	28,400	\$6,222.00
<i>The Packer</i>	Mango Board names officers, appoints seven	12/2/2010	28,400	28,400	\$5,214.00
<i>Fresh Plaza</i>	Mango crop report update Peru and Ecuador	12/2/2010	30,000	30,000	\$3,515.00
<i>Perishable News</i>	NMB elects 2011 Officers, USDA Names New Board Members	12/3/2010	22,000	22,000	\$2,000.00
<i>Perishable News e-newsletter</i>	NMB elects 2011 Officers, USDA Names New Board Members	12/3/2010	6,233	6,233	\$950.00
<i>Fresh Plaza</i>	2011 officers are elected	12/3/2010	30,000	30,000	\$3,515.00
<i>Abasto e-newsletter</i>	National Mango Board to Host Spanish Virtual Industry Outreach Meeting	12/8/2010	1,705	1,705	
<i>The Packer</i>	Mango board to hold first meeting in Spanish	12/9/2010	28,400	28,400	\$3,532.00
<i>The Packer Daily</i>	Mango board to hold first meeting in Spanish	12/9/2010	36,000	36,000	\$1,617.00
<i>Perishable News</i>	National Mango Board to Host Spanish Virtual Industry Outreach Meeting	12/10/2010	22,000	22,000	\$2,000.00
<i>Perishable News e-newsletter</i>	National Mango Board to Host Spanish Virtual Industry Outreach Meeting	12/10/2010	6,233	6,233	\$950.00
<i>The Packer Daily</i>	Mango board to hold first meeting in Spanish	12/14/2010	40,000	40,000	\$570.00
<b>ONLINE SUBTOTAL / SUBTOTAL PARA INTERNET:</b>			<b>3,114,274</b>	<b>3,114,274</b>	<b>\$142,319.00</b>
<b>TOTAL:</b>			<b>3,367,887</b>	<b>3,697,584</b>	<b>\$322,729</b>



## Glossary

Glossary of Terms	Glosario de Términos
<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>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 en la tarifa por pulgada de columna en el ámbito impreso, la tarifa comercial por 30 segundos de difusión.
<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.	<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.
<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>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.
<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.	<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.
<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.	<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.
<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.	<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 publicadores como una medida verídica del auditorio real que tiene algún sitio.