

Announcing . . . The 2005/06
U.S. Sugar Industry Directory

***The Sweetest Vehicle You'll Find for
Promoting Your Products & Services!***

June 2005

Greetings!

Back by popular demand, the fourth biennial **U.S. Sugar Industry Directory** is now being prepared. Following the enthusiastic reception of our 168-page 2003/04 edition, we've scheduled publication of the 2005/06 version for January 2006.

The **U.S. Sugar Industry Directory** encompasses the production, processing and marketing sectors of this dynamic industry. Sugarbeets, sugarcane, refined sugar and even the corn sweetener arena are included in this most comprehensive "who's who" of this nation's sweetener arena.

The following pages provide advertising details on the content, circulation and specifications of the 2005/06 **U.S. Sugar Industry Directory**. I invite you and/or a colleague to review this information and consider the benefits of advertising with us. *Remember, along with reaching the right people, there's another huge plus: Your ad will work not for just a week, not for just a month . . . but across the directory's entire two-year lifespan.*

Thank you for investigating the value of advertising in the **U.S. Sugar Industry Directory**. We welcome any questions.

Cordially,

Don Lilleboe

Publisher

P.S. Please let me know if you do not have a copy of our 2003/04 edition but would like to review it. I'd be happy to send you a complimentary copy.

Lilleboe Communications Ltd.
P.O. Box 2684
Fargo, ND 58108-2684

Phone: 701-238-2393
Fax: 701-282-0009
E-Mail: lillcomm@yahoo.com

Content & Utilization

Who's Listed?

The **U.S. Sugar Industry Directory** carries address, phone, fax, e-mail and web site; plus, names and titles of key personnel, products/services and miscellaneous other information for:

- Sugarbeet processors and their factories
- Sugarcane mills and cane sugar refineries
- Canada's sugar industry
- U.S. corn wet-millers
- Sweetener organizations (U.S. & foreign)
- USDA & university beet & cane researchers
- Federal sweetener-related agencies
- Sugar-related committees in Congress
- State departments of agriculture
- Local ag extension service offices
- Publications & other information providers

PLUS: Vendors - Beet & Cane Production

- Seed suppliers
- Chemical & fertilizer
- Planters
- Tillage equipment
- Sprayers
- Harvest equipment
- Irrigation systems
- Precision ag systems
- Transportation
- Crop consultants

AND: Vendors - Beet, Cane, Corn Processing

- Lab instrumentation & other equipment
- Automation & control systems
- Beet & cane handling equipment
- Boilers
- Processing & cleaning chemicals
- Extraction equipment
- Filters & filtration aids
- Centrifugals
- Crystallizers
- Environmental products & services
- Extraction equipment
- Factory design & construction
- Material handling & conditioning systems
- Power transmission / drives / gears / turbines
- Weighing & packaging
- Pumps, water & wastewater treatment

Additional Directory Content

- Sugar industry history & current overview
- Extensive production & utilization statistics
- **Color map** of beet & cane production areas as well as locations of processing facilities
- Outline of U.S. sugar legislation & policy
- Overview of sugar marketing system
- Representative photos of places & activities

Who Utilizes This Sugar Directory?

- Processor & refiner administrative, marketing, purchasing & operations personnel
- Beet factory & cane mill agricultural staff
- Sugarbeet & sugarcane producers
- Traders of sugar & coproducts
- Industry consultants
- Trade association leaders & staff
- Lending institutions
- Government agencies
- University personnel
- Affiliated industry & other vendors

How Is It Promoted & Distributed?

- Multiple complimentary copies provided to all U.S. & Canadian companies that process or refine sugarbeets, sugarcane or corn sweetener
- Direct mail & e-mail solicitation to other companies, organizations & individuals across the United States and in foreign sugar circles
- Press releases & ads in industry media
- Exposure on various Internet sites, including www.sugardirectory.net
- Industry trade shows & convention distribution

— Bonus Benefits —

The (free) company listing of each advertiser in the U.S. Sugar Industry Directory is boxed and highlighted. Also, complimentary copies of the directory are provided to advertisers.

Advertising Rates & Other Details

Publication Size: 8-1/2" x 11"

Paper: Cover — 80# Gloss Cover
Body — 70# Gloss Text

Print Run: Approximately 2,100

Space Rates (black/white ads):

- Two-Page Spread — \$ 1,595
- One Page — 990
- 2/3 Page — 725
- 1/2 Page — 595
- 1/3 Page — 450
- 1/4 Page — 325
- 1/6 Page — 235

Color Options (extra, per page):

- Spot Color (red, yellow or blue) — \$ 170
- Matched Color — 225
- Four-Color Process — 580

Premium Positions (extra):

- Outside Back Cover (full page) — 10%
- Inside Front Cover (full page) — 5%

Digital Ad Submission Details:

- *Platform:* Mac or PC
- *File Types:* QuarkXpress, Adobe Photoshop, Adobe PageMaker, Adobe InDesign, Adobe Illustrator, PDF or Freehand
- *Media Transport:* CD-ROM, ZIP, JAZ, FTP or E-Mail (contact lillcomm@yahoo.com for instructions if sending via e-mail)
- *Digital Proofs:* Laser
- *Resolution:* Images should be 300 dpi
- *Special Instructions:* Please provide working file, including all images & fonts used in ad

— KEY DATES for ADVERTISERS —

- Deadline for Ad Reservations: **December 5**
- Ad Materials to Arrive By: **December 19**
- Directory Publication: **Latter January 2006**

Ad Dimensions (width x height):

Two-Page Spread —	Consult Publisher
Full Page ("bleed" ad) —	9" x 11-1/2"
Full Page ("non-bleed") —	7-1/2" x 10"
2/3 Page (vertical) —	4-7/8" x 10"
2/3 Page (square) —	7-1/2" x 7-1/2"
1/2 Page ("island" ad) —	4-7/8" x 7-1/2"
1/2 Page (horizontal) —	7-1/2" x 4-7/8"
1/2 Page (vertical) —	3-5/8" x 10"
1/3 Page (square) —	4-7/8" x 4-7/8"
1/3 Page (horizontal) —	7-1/2" x 3-1/4"
1/3 Page (vertical) —	2-5/8" x 10"
1/4 Page (horizontal) —	4-7/8" x 3-1/4"
1/4 Page (vertical) —	3-5/8" x 4-7/8"
1/6 Page (square) —	3-5/8" x 3-5/8"
1/6 Page (horizontal) —	4-7/8" x 2-5/8"
1/6 Page (vertical) —	2-5/8" x 4-7/8"

— Advertising Contacts —

Lewis Edge / Advertising Representative

Lewis Edge & Associates, Inc.
9 Cleveland Road West
Princeton, NJ 08540-7420 USA

Phone: 609-333-1110 Ext. 123
Toll-Free (U.S. & Canada): 1-800-355-3343 Ext. 123
Fax: 609-466-6952 E-Mail: lewis@edgeassoc.com

Don Lilleboe / Publisher

Lilleboe Communications Ltd.
P.O. Box 2684 Fargo, ND 58108-2684

Phone: 701-238-2393
Fax: 701-282-0009 E-Mail: lillcomm@yahoo.com

Mailed advertising materials should be sent to
Lilleboe Communications at above Fargo address.

— A Message from the Publisher —

Dear Sugar Industry Colleague,

If you advertise in just one sugar publication during the coming year, the 2005/06 **U.S. Sugar Industry Directory** should be THE ONE. Why?

- First, it will be in the hands of key decision-makers throughout the industry — the exact people who steer the course of their company, who make major construction, renovation and updating decisions, the ones who determine which vendors they'll work with and what purchases they'll be making.

- Second, these users properly consider the **U.S. Sugar Industry Directory** to be a long-term reference tool. They will keep it for the next two years and refer to it time and time again. So the "working life" of your advertisements is at least two years (until our next biennial edition) — not just a week, not just a month.

- Third, this truly is the most comprehensive "who's who" for the U.S. sugar industry. Nothing else comes close. Our three prior editions have earned us a reputation as the best single sugar industry reference aid available today.

I invite you to contact either Lewis Edge or me with questions or with your advertising reservation. You'll find our respective addresses and numbers on the preceding page. (Remember, we're also happy to send you a complimentary review copy of our 2003/04 edition upon request.) Thank you for considering this opportune investment!

Cordially,

Don Lilleboe

2005/06 U.S. Sugar Industry Directory

Advertising Reservation Form*

Company _____

Contact Person _____

Address _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Phone # _____ Fax # _____

E-Mail Address _____

Ad Space Being Reserved (*Full Page, 1/2 Page, Etc.*) _____

Desired Color of Advertisement:

___ Black/White (see rates in brochure)

___ Two-Color (B/W rate + \$170/page)

___ Matched Color (B/W rate + \$215/page)

___ Four-Color (B/W rate + \$580/page)

Total Price of Advertisement

(black/white space rate plus color charge, if applicable)

US \$ _____

Comments/Questions/Instructions _____

Signed _____ Date _____

**If working through an advertising agency, please provide these materials to your agency or request another set of materials be sent to the agency. If not working with an agency, the publisher of the U.S. Sugar Industry Directory is able to provide assistance with the design and preparation of your advertisement, if you so desire. Contact publisher for details.*

Please Mail This Reservation Form To:

Lewis Edge & Associates, Inc. • 9 Cleveland Road West • Princeton, NJ 08540-7420 USA

Or Fax Form To: 609-466-6952