



MUSCLE FOODS USA

marketing@musclefoodsusa.com

# MFUSA 2025 Catalog Rate Card - Insertion Order

This form confirms ad placement. It MUST be returned before the ad closing date.

### MFUSA Quarterly Catalog:

POSITION	POSITION CODE	RATE
Front Cover	FC	\$3000
Inside Front Cover	IFC	\$1750
Page 1	P1	\$1750
Inside Back Cover	IBC	\$1750
Back Cover	BC	\$2500
Inside Page	P	\$1250

### MFUSA Portal Web Banner & E-Blasts:

POSITION	POSITION CODE	RATE
Web Banner - 1 Month	WB1	\$500
Web Banner - Full Qtr (3m)	WBQ	\$1250
E-Blast	EB	\$750



### AD SPECS:

8.5”w x 11”h w/ an 1/8” bleed around all four sides. Keep copy 3/8” from trim size.

2pg spread: 17”w x 11”h w/ an 1/8” bleed around all four sides. Keep copy 3/8” from trim size.

Save artwork as a 300dpi CMYK PDF

### WEB BANNER SPECS:

1690 w pixels x 730 h pixels

ISSUE	# Pages	Position (use above code)	Rate	Material Due Date
Q1 2025: Jan - March				December 18th, 2024
Q2 2025: April - June				March 5th, 2025
Q3 2024: July - Sept				June 11th, 2025
Q4 2024: Oct - Dec				Sept 10th, 2025

Premium Positions on a first come, first serve basis. Please contact [jessicaf@musclefoodsusa.com](mailto:jessicaf@musclefoodsusa.com) before booking prime spots.

### Please Clearly Print All Information

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Signature of Representative: \_\_\_\_\_

### Please Note:

Deduction/Payment is not due until issue is printed and mailed!

**Notice:** All ads must have the correct Muscle Foods USA logo with the correct proportion and color. If the ad is on a dark background the logo should be all white otherwise use our full color logo.

**\*Ads may not include points of purchase other than Muscle Foods USA**

**Disclaimer:** Muscle Foods USA reserves the right to refuse advertisements deemed unsuitable for publication in our catalog. Failure to submit contracted ad materials by the due date may result in automatic cancellation of any/or all reserved ad space. In this instance, Muscle Foods USA reserves the right to use substitute materials as may be required and advertiser will remain responsible to Muscle Foods USA for the contracted monies due regardless of materials used and catalog ad position.