



# MEDIA KIT

2019





## About Urner Barry

Urner Barry is a business publisher specializing in the timely, accurate and unbiased reporting of market news and quotations to clients in the poultry, egg, meat, seafood and related segments of the food industry through a variety of print and non-print media.

Urner Barry was established in 1858 when our founder, Benjamin Urner, a printer in New York City, noticed wide disparities in the price lists that he printed for his customers who sold commodities in New York's 18th Street market.

He took an interest in these prices and would ultimately walk the marketplace observing trade.

Eventually he developed *The Producers Price Current*, a weekly publication that provided

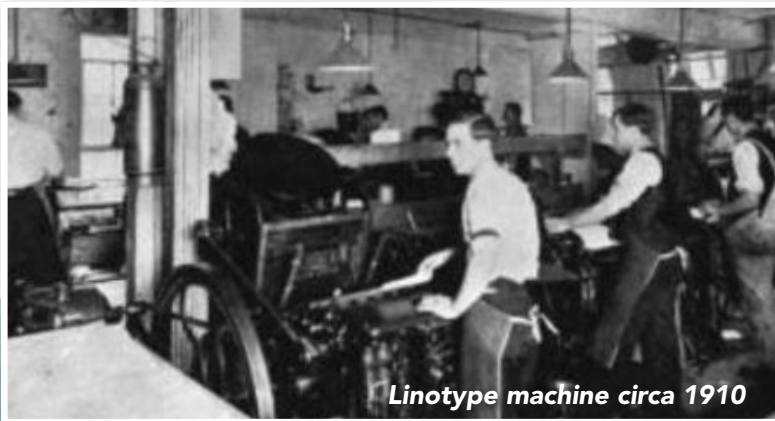
buyers and sellers benchmark pricing based off transactions in the marketplace.

In 1873, Frank Barry started the *New York Daily Market Report* which was a similar publication.

Recognizing areas of mutual interest, the two publishers merged in 1895 to form the Urner Barry Company.

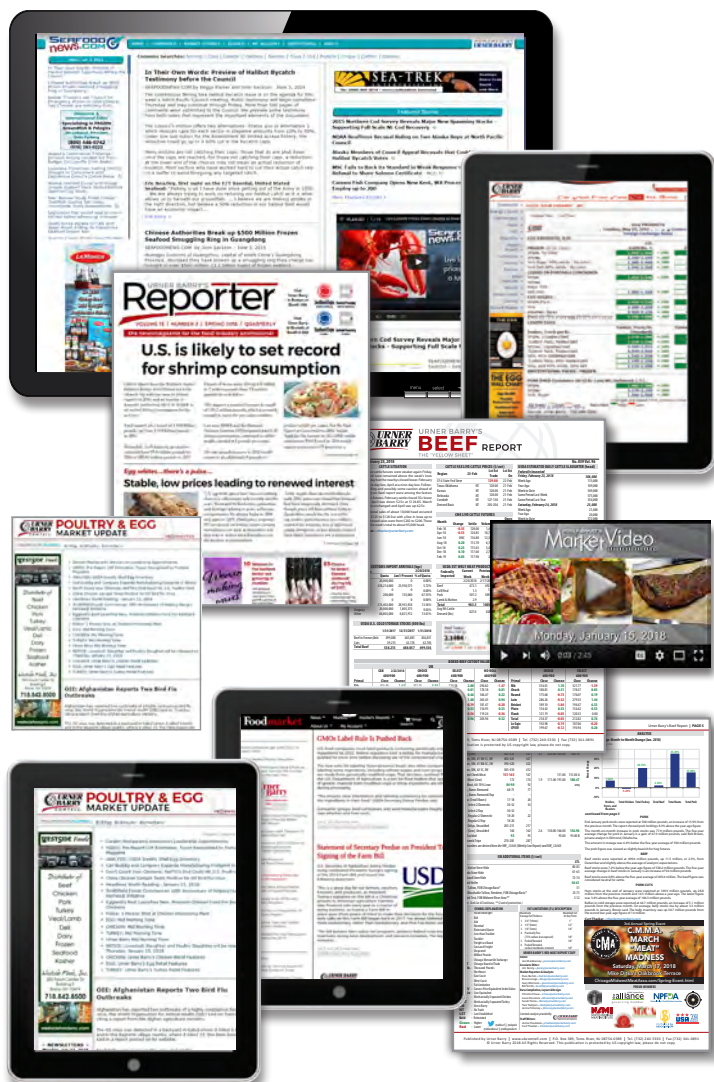
Today we remain dedicated to our original mission of providing timely, accurate and unbiased market information to our clients.

In 2017, AgriBriefing, the leading media and information business for the global agribusiness sector, initiated a period of significant investment in Urner Barry to deliver greater value for subscribing customers in the U.S. and overseas.



Urner Barry offices today





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## Advertising Opportunities

### Magazine

Reporter Newsmagazine

### Websites

COMTELL®

Seafood News

Foodmarket

### Market Price Reports

Seafood Price Current

Price Current Poultry

Price Current Egg

West Coast Egg

European Egg

Red Meat Reports

Mexican Beef

### Email

Newsletters

SeafoodNews.com News Summary

Foodmarket.com News Summary

Updates

Red Meat Market Update

Poultry & Egg Market Update

Seafood Market Update

Notifications

Alerts

### Digital

Daily Market Video

Podcasts



## Reporter Newsmagazine

The newsmagazine for the food industry professional. Packed with efficient and informative articles designed to be quick reads that can be easily archived and referred to time and time again.

**Primary Readership Profile:** Targeting the entire distribution chain, including producers, processors, HRI suppliers, retail, wholesale and foodservice buyers.

**Method of Distribution:** Mail, tradeshow distribution, website. Published quarterly.

View the current issue at:

[www.urnerbarry.com/reporter](http://www.urnerbarry.com/reporter)

## QUARTERLY EDITORIAL SCHEDULE Bonus Distributions\*

### Winter Issue 1

NFI Global Seafood Market Conference  
International Production & Processing Expo  
NPFDA Showcase  
National Turkey Federation  
Annual Meat Conference

### Spring Issue 2

Seafood Expo North America  
Midwest Poultry  
International Meat Congress  
Seafood Expo Global  
National Restaurant Association  
Urnner Barry's Executive Conference  
Institute of Food Technologists

### Summer Issue 3

(Annual Market Analysis)

### Fall Issue 4

CAB Annual Conference  
Meat Importers Council of America

\*Show schedules are subject to change

Please see current Reporter schedule at:

[www.urnerbarry.com/reporter](http://www.urnerbarry.com/reporter)





## AD SPECIFICATIONS

### Full Page Bleed

8.25" W x 11" H (doc size)

Add 0.25" bleed on all sides

Template available by request

### Back Cover

7.5" W x 7.625" H

1/3 Page Vertical

2.375" W x 10.25" H

### 1/2 Page

7.5" W x 5" H

1/6 Page

2.375" W x 5" H

### 1/2 Page Vertical

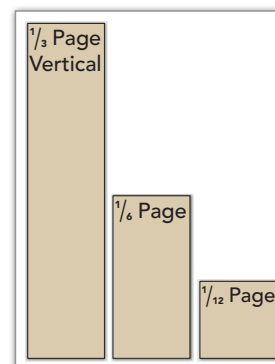
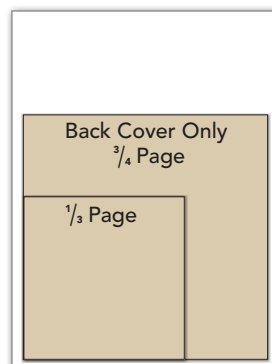
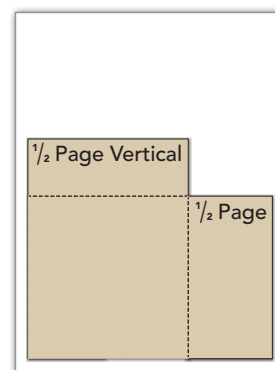
5" W x 6.75"

1/12 Page

2.375" W x 2.375" H

### 1/3 Page

4.9375" W x 5" H



## ADVERTISING WRAP

Special advertising section available at select tradeshow.

Template available by request. CALL FOR AVAILABILITY AND RATES.



WRAP EXAMPLE FRONT



WRAP EXAMPLE BACK



# SEAFOOD PRICE CURRENT

Thursday, February 22, 2018

No. 016 Vol. 45

SHRIMP COMPLEX, Ex-Warehouse											
Shell-On, Headless, (HLSO), Blocks Frozen, 5/lb, LTL ***											
Wild, Gulf of Mexico Domestic			Wild, Mexican, No 1			Wild, Lat Am White			Farmed, HLSO Black Tiger		
Q/tb	Brown	White	Brown	White	White	Q/tb	Lat Am	Asian	Farmed IQF Asian	Farmed, HLSO Black Tiger	Farmed, Freshwater IQF Asian
<10	14.50-14.60	14.50-14.60	-	-	12.20-12.40	2-4	-	-	-	-	-
<12	12.50-12.60	12.50-12.60	-	-	11.90-12.10	4-6	-	-	-	-	-
<15	8.80-8.90	8.80-8.90	8.80-8.90	8.80-8.90	8.80-8.90	6-8	-	-	-	-	-
16-20	7.30-7.40	7.30-7.40	7.30-7.40	7.30-7.40	7.30-7.40	8-12	-	-	-	-	-
21-25	6.10-6.20	6.10-6.20	6.10-6.20	6.10-6.20	6.10-6.20	13-15	-	-	-	-	-
26-30	5.75-5.85	5.75-5.85	-	-	-	16-30	-	-	-	-	-
31-35	5.50-5.60	5.50-5.55	-	-	-	31-35	-	-	-	-	-
36-40	5.00-5.10	5.00-5.05	-	-	-	36-40	-	-	-	-	-
41-50	4.50-4.60	4.50-4.55	-	-	-	41-50	-	-	-	-	-
51-60	4.25-4.35	4.25-4.30	-	-	-	51-60	-	-	-	-	-
61-70	3.70-3.80	-	-	-	-	61-70	-	-	-	-	-
71-80	-	-	-	-	-	71-80	-	-	-	-	-
81-90	-	-	-	-	-	81-90	-	-	-	-	-

Peeled, Headless, Finished Count, IQF, 5/lb, LTL											
Farmed Cooked Asian, Tail On, (CFO)			Farmed, Asian, Raw P&B, Tail On, (PFO)			Farmed, Asian, Raw P&B, Tail Off, (PFO)			Wild, Gulf of Mexico, Domestic		
Q/tb	Black Tiger	White	Q/tb	Black Tiger	White	Q/tb	Black Tiger	White	Q/tb	P&B, Tail On, (PFO)	P&B, Tail Off, (PFO)
4-6	-	-	4-6	-	-	4-6	-	-	4-6	-	-
8-12	-	-	8-12	-	-	8-12	-	-	8-12	-	-
13-15	12.30-12.50	10.50-10.85	13-15	12.30-12.50	10.50-10.85	13-15	12.30-12.50	10.50-10.85	13-15	12.30-12.50	10.50-10.85
16-20	8.85-8.95	7.75-7.85	16-20	8.85-8.95	7.75-7.85	16-20	8.85-8.95	7.75-7.85	16-20	8.85-8.95	7.75-7.85
21-25	7.30-7.40	6.65-6.75	21-25	7.30-7.40	6.65-6.75	21-25	7.30-7.40	6.65-6.75	21-25	7.30-7.40	6.65-6.75
26-30	6.65-6.75	6.30-6.40	26-30	6.65-6.75	6.30-6.40	26-30	6.65-6.75	6.30-6.40	26-30	6.65-6.75	6.30-6.40
31-40	5.75-5.85	5.55-5.75	31-40	5.75-5.85	5.55-5.75	31-40	5.75-5.85	5.55-5.75	31-40	5.75-5.85	5.55-5.75
41-50	5.25-5.35	5.05-5.10	41-50	5.25-5.35	5.05-5.10	41-50	5.25-5.35	5.05-5.10	41-50	5.25-5.35	5.05-5.10
51-60	-	5.25-5.35	51-60	-	5.25-5.35	51-60	-	5.25-5.35	51-60	-	5.25-5.35
61-70	-	4.65-4.75	61-70	-	4.65-4.75	61-70	-	4.65-4.75	61-70	-	4.65-4.75
71-90	-	4.20-4.30	71-90	-	4.20-4.30	71-90	-	4.20-4.30	71-90	-	4.20-4.30
91-100	-	4.65-4.55	91-100	-	4.65-4.55	91-100	-	4.65-4.55	91-100	-	4.65-4.55

21-25 count Latin American HLSO shrimp are barely steady to weak with further discounting noted. The balance of the market is about steady to steady; however, some limited discounting is noted. Replacement offerings from Ecuador are reported to be firming as Chinese buying interest has improved. HOSO shrimp are steady.

Asian white shrimp are unchanged but discounting is still noted throughout the category. However, discounts appear not as prevalent or as deep as has been the case recently. The undertone remains unsettled.

6-8 and larger black tiger shrimp are full steady supplies closely held. The balance of the market is about steady.

**Gulf Domestic Shrimp:** Market values continue to be mostly unchanged with the exception of premiums on U15 count headless shell-on brown shrimp and U12 count HLSO white shrimp. Still, the bias ranges full steady to firm given ongoing supply concerns and limited opportunities for meaningful replacement. There is some relief, an active pink shrimp season is providing sellers in the region an alternative offering.

Page 1 - Seafood Price-Current - February 22, 2018

## Market Price Reports

Regular updates on benchmark price quotes and commentary that stay abreast of changing markets.

Reports are available for the Red Meat, Poultry, Egg, and Seafood markets. Ad sizes depend on layout of each publication.

**Primary Readership Profile:** Large and small volume buyers and sellers of center-of-the-plate proteins.

**Method of Distribution:** COMTELL® (see page 10) and Email Notifications (see page 14).

## CALL FOR AVAILABILITY AND RATES FOR ALL MARKET PRICE REPORTS

## SEAFOOD PRICE-CURRENT Ad Sizes (not all sizes shown):

### PAGE 1

Advertiser Index includes company logo that hyperlinks to corresponding ad page

### PAGE 2

Ad space #1  
3.1367" W x 1.426" H

Ad space #2  
3.1245" W x 3.1031" H

Ad spaces #3 and #4  
4.7505" W x 1.5004" H

### PAGE 3

Ad space #1  
3.1879" W x 3.0519" H

Ad space #2  
4.7505" W x 1.3929" H

Ad space #3  
3.1879" W x 1.2999" H

Ad space #4  
4.7505" W x 1.0863" H

Ad space #5  
3.1879" W x 3.0519" H

### PAGE 4

Ad space #1  
3.1931" W x 3.0519" H

Ad space #2  
4.7528" W x 1.7006" H

### PAGE 4 continued

Ad space #3  
3.1931" W x 1.4603" H

Ad space #4  
3.1931" W x 3.0519" H

Ad space #5  
4.7528" W x 3.0519" H

### PAGE 5

Ad space #1  
3.1931" W x 1.1718" H

Ad space #2  
3.1931" W x 2.9319" H

Ad space #3  
7.9905" W x 0.7008" H

### PAGE 6

Ad space #1  
4.0542" W x 2.4691" H

### PAGE 7

Ad spaces #1, #2, #3  
3.1931" W x 1.2408" H

Ad space #4  
7.9976" W x 0.965" H

LOBSTER, 5/lb, LTL											
Live Lobster, American				Lobster Tails, Ex-Warehouse							
FOB Mid-Atlantic		FOB New England		Warm Water Tails				American Tails		Cold Water Tails	
Hand Shell	New Shell	Hand Shell	New Shell	Brazil	Caribbean	American Tails		South Africa		South Africa	
1/8 Chicks	9.25-9.75	-	8.60-9.10	3-oz	17.00-17.25	2-3 oz	16.00-16.25	2-3 oz	16.00-16.25	2-3 oz	21.50-22.50
1/4 Btu Chicks	9.25-9.75	-	8.60-9.10	4-oz	17.00-17.25	3-4 oz	16.50-16.75	3-4 oz	16.50-16.75	3-4 oz	24.00-25.00
1/4 Btu Quarters	9.25-9.75	-	8.70-9.20	5-oz	17.25-17.50	4-oz	17.00-17.25	4-oz	17.00-17.25	4-oz	27.00-28.00
1/2 Btu Halves	10.50-10.75	-	9.80-10.25	6-oz	17.25-17.50	5-oz	17.50-17.75	5-oz	17.50-17.75	5-oz	26.50-27.50
1/2 Btu Halves	10.50-10.75	-	9.80-10.25	7-oz	17.25-17.50	6-oz	18.00-18.25	6-oz	18.00-18.25	6-oz	28.00-29.00
3/4 Btu Three Quarters	10.50-10.75	-	10.50-11.50	8-oz	17.75-18.00	7-oz	21.00-21.50	7-oz	21.00-21.50	7-oz	29.50-30.50
2 Btu Selects	11.25-11.95	-	11.75-12.75	9-oz	17.50-17.75	8-oz	23.50-24.00	8-oz	23.50-24.00	8-oz	31.00-34.00
2 1/2 Btu Selects	11.25-11.95	-	11.25-11.95	10-oz	17.50-17.75	9-oz	23.50-24.00	9-oz	23.50-24.00	9-oz	34.50-35.50
3-4 Btu Selects	-	-	11.75-12.75	12-14 oz	17.50-17.75	12-14 oz	24.50-25.00	12-14 oz	24.50-25.00	12-14 oz	39.00-40.00
Gulls, Large	-	-	6.75-7.50	14-16 oz	17.50-17.75	14-16 oz	24.50-25.00	14-16 oz	24.50-25.00	14-16 oz	40.00-41.00
Small	-	-	-	16-20 oz	17.50-17.75	16-20 oz	21.25-21.75	16-20 oz	21.25-21.75	16-20 oz	40.00-41.00
				20-24 oz	17.50-17.75	20-24 oz	20.50-20.75				

**3.1367 inches wide by 1.426 inches high**

### FROZEN SHELLFISH, 5/lb, LTL

Penaeus borealis, Imported, Ex-Warehouse EC	
125/175 ct	6.40-6.75
150/250 ct	6.10-6.45
175/250 ct	6.10-6.45
250/350 ct	5.80-5.95
Mussels, New Zealand, Green Shell, Ex-Warehouse	
Small	2.70-2.80
Medium	2.85-2.95
Large	2.75-2.85
Langostinos, Ex-Warehouse	
IQF 5 lbs	11.75-12.00
Coastal Meat Caribbean, Ex-Warehouse	
100% clean	8.25-8.50

### HLSO C&S, White, 41-50 Count



**4.7505 inches wide by 1.5004 inches high**

**4.7505 inches wide by 1.5004 inches high**

Page 2 - Seafood Price-Current - February 22, 2018







## WEST COAST EGG MARKET Ad Size:

Space available on page 1

4" W x 1.8" H



**URNER BARRY'S  
WEST COAST EGG  
MARKET**

Number 009 Friday, January 12, 2018 Volume 48

**CALIFORNIA SHELL EGGS**  
TONE: Retail demand good. Supplies held confidently. Market steady to full steady.

**CA COMPLIANT - CARTONED PACK - Net Delivered Warehouse - 5/doz.**

Jumbos	1.72
Extra Large	1.52-02
Large	1.48-05
Mediums	1.34

**WEST COAST EGG PRODUCTS**

**LIQUID EGGS - Truck - TL - 5/96.**

Whites, Unpastured	320-340
Whites, Pastured	360-380

**FROZEN - LT 3-600 lbs.+**

Whole, No Color	800-830-020
Whites	510-530
Yolk, Sugar 43% solids	2,800-2,850-020
Yolk, Salt 43% solids	1,900-1,950-020
No Color	1,810-1,860-020

**FROZEN - Truckload 20,000 lbs.+**

Whole, No Color	750-780-020
Whites	460-490
Yolk, Sugar 43% solids	1,890-1,940-020
Yolk, Salt 43% solids	1,810-1,860-020
No Color	

**NORTHWEST SHELL EGGS**  
TONE: Retail demand good. Supplies held confidently. Market steady to full steady.

**TOP GRADE - CARTONED PACK - Net Delivered Warehouse - 5/doz.**

Jumbo	1.46
Extra Large	1.26
Large	1.23-03
Medium	1.12

**Uerner Barry's  
West Coast Egg Market**  
Editor: Richard A. Brown  
Associate Editor: Randy Pesciotta  
Market Reporter: Brian Mosconi  
Published weekly in a variety of media by Uerner Barry.  
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**CALIFORNIA EGG SITUATION**  
Supplies of jumbos are well balanced, which is not a surprise, given the amount of birds currently out of production. Extra large are in good balance. Large have moved from a surplus position earlier in the week to one of limited availability. Mediums are mixed, but in general are in good balance. At the moment this description is probably appropriate throughout the nation. Wholesale buying interest has increased on large in both areas. Bids to buy well exceed current offerings, which is a huge reversal from the picture evident only a few short days ago. Given this scenario sellers of course raised their asking prices and hold them with confidence. Completed transactions are at varying degrees of premium, with some of them being substantial. Our adjustments in the market today are only an attempt at reflecting the turnaround in conditions. Further processors are apparently active buyers of shell eggs in the NW, with most acquisitions consisting of lighter weights due to value. Very little if any activity is mentioned in California. Movement into retail channels has picked up as the week draws to a close due to a variety of reasons, with promotional activity the leading candidate. Features are both in progress as well as scheduled for the next few weeks. Retail buyers have once again become interested in showcasing eggs predominantly large as the number of upcoming ads continues to grow. Pack will always differ from account to account. It will be interesting to see if this week's abrupt market turnaround will have any influence on these promotional campaigns. Institutional foodservice has only changed at accounts that play the market game, which is not an overly abused situation on the west coast. Export options remain open on shell eggs both delivered by land & sea. Offshore business is considered above normal and seemingly showing consistent signs of improvement. The market is steady to full steady.

**Egg Products**  
Yolk prices remain under pressure in all forms to close the week. Processors are openly negotiating asks through the 1st half of the year, attempting to lock in business near levels which are closer to long-term averages than recent market peaks. International demand is also shifting a little in the category. Europe is hard to mouth, seeing domestic availability and reduced prices. Frozen whole egg is available below our stated ranges. Liquid, on the other hand, moves at the low side, which could be motivated by improved conditions seen in the graded complex. Whites trade within our stated ranges and remain unchanged in all forms. Today's USDA dried egg inventory report showed that at 17,605 million pounds, total stocks declined 1% from last year and 40% from the start of January last year. Yolk makes up the bulk of the position at 6,063 million pounds. The figure is 9% higher than a month ago but still down 15% from 2017. Dried whole egg stocks were reported as 5,323 million pounds, declining 3% from last month and 50% from last year. At 5,824 million pounds, whites fell 8% from last month and 46% from this period in 2017. To view today's dried egg inventory report and history: Please visit [www.ubcmctell.com](http://www.ubcmctell.com)  
**Randy Pesciotta** • [randyp@urnerbarry.com](mailto:randyp@urnerbarry.com)  
Follow us on Twitter @ubeggy

**4 inches wide  
by  
1.8 inches high**

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## EUROPEAN EGG MARKET Ad Sizes:

Page 1

4" W x 1.8" H

Page 2

8.125" W x 5" H



**URNER BARRY'S  
EUROPEAN EGG  
MARKET**

Number 03 Friday, January 18, 2019 Volume 20

**EU EGG PRODUCTS**

18-Jan-19	US Dollars/lbs Dock	British £/kg Ex-Works	Euro/kg Ex-Works
<b>EGG SOLIDS</b>			
Whole Plain	271-281	4.62-4.80	5.25-5.45
Barn Whole Plain	294-304	5.02-5.20	5.79-5.99
FR Whole Plain	356-371	6.08-6.34	6.90-7.20
Yolk	276-291	4.71-4.98	5.35-5.65
Barn Yolk	302-317	5.15-5.42	5.85-6.15
FR Yolk	364-379	6.21-6.47	7.05-7.35
Albumen Spray	289-302	4.93-5.15	5.60-5.85
Barn Albumen Spray	323-335	5.50-5.72	6.25-6.50
FR Albumen Spray	400-426	6.83-7.27	7.75-8.25
Blends	—	—	—
<b>LIQUID EGGS</b>			
Whole, Unpast	—	—	—
Whole, Past	51-56	86-95	98-108
Barn Whole, Past	57-62	97-106	110-120
FR Whole, Past	70-80	119-137	135-155
Whites, Unpast	23-26	40-44	45-50
Barn Whites, Unpast	26-31	44-53	50-60
FR Whites, Unpast	32-37	55-63	62-72
Whites, Past	26-28	44-48	50-55
Barn Whites, Past	28-34	48-57	55-65
FR Whites, Past	35-40	59-68	67-77
Yolk, 43% solids, Unpast	—	—	—
Yolk 43% Past	103-111	176-189	200-215
Barn Yolk 43% Past	121-132	207-225	235-255
FR Yolk 43% Past	—	—	—
Yolk 10% Salt	98-106	1.67-1.81	1.90-2.05
Barn Yolk 10% Salt	116-126	1.98-2.16	2.25-2.45
FR Yolk 10% Salt	—	—	—

**SHELL EGGS**

Culinary Eggs for Breaking (1)	54-62	57-66	65-75
Cage Free/Barn for Breaking (2)	66-74	70-79	80-90
Free Range for Breaking	78-87	84-92	95-105

**CURRENCY EXCHANGE RATE**

10:24 AM EST 1/18/19	US Dollar	British £	Euro
Switzerland	0.994	1.284	1.131
United Kingdom	0.774	—	0.881
United States	—	1.291	1.137
European Union Euro	0.879	1.155	—
Japan	109.42	141.54	124.66

**Uerner Barry's European Egg Market**  
Editor: Randy Pesciotta  
Editor: Brian Mosconi  
Market Reporter: Benjamin Leveau  
Published weekly in a variety of media by Uerner Barry.  
P.O. Box 389, Toms River, NJ 08754-0389  
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**EU EGG PRODUCTS COMMENTARY**  
Retail demand remains low with little expectation that this will change drastically in the coming months. Easter is further away this year, after all. However, despite this situation, industrial demand seems solid and egg processors are busy currently filling orders with their inventories. The jury is still out, but it looks like a bottom has been found for industrial egg prices. It remains early but trades on cage eggs are still right in the middle of our quoted range, with very few if any outside that range, suggesting a consolidation of prices. Perhaps this is due to a lack of volume, so prices could still move either way. A similar story for barn eggs is unchanged and still trading within our 0.80 - 90 range. Free-range is being pushed hard by UK surplus but that surplus is coming to an end there. Prices from the UK have been trading below our quoted prices but most other regions with free-range availability are still within range. On the product side, liquid whole egg is still under some pressure, but remains within our quote, and is therefore unchanged this week. However, liquid whites have become somewhat weaker this week, and we have had to take a few Euro cents off our quote to reflect those lower trade. No change on yolk. The powder market continues to feel some downward pressure with cheap material and stocks still overhanging on the market. Yolk and whole egg product are the ones under the most pressure. Whites have held somewhat better but prices have dropped some 5 cents per kg for the week. Ben Leveau • [bleveau@urnerbarry.com](mailto:bleveau@urnerbarry.com)  
Follow us on Twitter @ubeggy

**4 inches wide  
by  
1.8 inches high**

Published by Uerner Barry | [www.ubcmctell.com](http://www.ubcmctell.com) | P.O. Box 389, Toms River, NJ 08754-0389 | Tel. (732) 240-5330 | Fax (732) 341-0891  
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## RED MEAT REPORTS Ad Sizes:

Beef Report Page 1  
2.6" W x 1.5" H

Beef Report Page 5  
3.94" W x 2.1" H

Pork Report Page 6  
2.5" W x 1.25" H

Additional ad sizes may be available.



## MEXICAN BEEF MARKET Ad Sizes:

Space available on pages 1, 2, 3  
8.1125" W x 1" H

MERCADO MEXICANO

DE RES

MEXICAN BEEF MARKET

Viernes 05 de enero de 2018

Número 01 Volumen 07

CHARTS/COMMENTS

Mexico Price Chart

CATTLE LIVE CATTLE FUTURES/FUTUROS DE GANADO

Month/ Mes	Change/ Cambio	Settle/ Cierre	Volume/ Volumes	Open Interest/ Volumen Abierto
Feb-18	-3.00	119.25	34,538	111,050
Mar-18	-2.46	120.85	18,957	105,655
Apr-18	-2.53	122.33	12,076	83,866
May-18	-2.33	120.40	4,440	27,768
Jun-18	-2.01	118.39	1,703	5,383
Jul-18	-1.95	116.43	259	5,355
Aug-18	-2.20	114.23	69	1,774

WEEKLY MEAT PRODUCTION (M lbs)/PROD SEMANAL EST (MIL LBS)

Federally Inspected	Current Week	Previous Week	Year Ago
1/6/2018	12/30/2017	1/7/2017	
Beef/Res	461.3	458.6	453.7
Pork/Res	459.8	450.6	445.3
Lamb/Res	2.0	2.0	2.5
Total	914.3	911.2	901.5

USDA ESTIMATED DAILY CATTLE SLAUGHTER (head)

Region	22-Feb	21-Feb	20-Feb
CF & State Fed Steer	129.89	129.89	129.89
Texas-Oklahoma	NT	128.00	21-Feb
Kansas	NT	128.00	21-Feb
Nebraska	NT	128.00	21-Feb
Combelts	NT	127-130	21-Feb
Dressed Basis	NT	203-204	21-Feb

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BOXED BEEF CUTOUT VALUES (\$/cwt)

Primal	CAB	2/22/2018	CHOICE	600/900	2/22/2018	SELECT	600/900	2/22/2018	NO-ROLL	600/900	2/22/2018	USDA	CHOICE	600/900	2/22/2018	SELECT	600/900	2/22/2018
Rib	353.40	1.65	345.40	-0.46	317.78	-0.46	296.29	-0.46	352.23	7.12	323.36	0.94	Rib	180.30	0.45	177.54	0.06	
Chuck	181.75	0.00	178.93	-0.14	178.00	0.12	177.37	0.11	176.41	-0.72	175.88	-1.17	Round	176.41	-0.72	175.88	-1.17	
Round	171.63	0.90	167.35	0.31	167.35	0.30	166.25	0.30	166.25	0.30	166.25	0.30	Brisket	192.94	4.34	188.14	3.77	
Loin	207.77	5.24	202.58	-0.32	202.58	-0.27	204.51	-0.30	153.89	-1.31	153.89	-1.31	Plate	121.22	-0.76	120.33	-0.64	
Brisket	186.73	1.69	187.04	-0.28	187.04	-0.28	181.67	-0.28	121.22	-0.76	120.33	-0.64	Flank	199.79	0.13	199.66	-0.31	
Plate	157.31	1.82	154.62	0.05	154.62	0.05	154.62	0.05	199.79	0.13	199.66	-0.31	Lev Leg	199.79	0.13	199.66	-0.31	
Flank	121.86	0.67	121.38	-0.69	120.59	-0.69	119.80	-0.69	199.79	0.13	199.66	-0.31	CEW	199.79	0.13	199.66	-0.31	
Total	220.21	2.33	214.11	-0.12	208.91	-0.64	203.64	-0.65										

USDA ESTIMATED DAILY HOG SLAUGHTER

Region	22-Feb	21-Feb	20-Feb
CF & State Fed Steer	129.89	129.89	129.89
Texas-Oklahoma	NT	128.00	21-Feb
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Texas-Oklahoma			

## COMTELL®

Our flagship service, *ubcomtell.com*, is the premier source for market news, commentary, price quotations, and historical pricing data for the poultry, egg, red meat, and seafood industries.

**Primary Readership Profile:** Users of this service are the large volume buyers and sellers in the industry. The platform of targeted subscribers on our site allows you to engage with a highly receptive group of key industry players every minute of the day. COMTELL users spend more time on this website than any other protein trade site.

### Web Banner Ad Sizes:

COMTELL Homepage  
750 x 70 pixels

Vertical

160 x 600 pixels

Available spots:

- COMTELL News Page.
- Vertical ads can also be placed on specific commodity pages: Poultry, Eggs, Red Meat, or Seafood.

## ALL WEB BANNERS ARE PLACED IN ROTATION

## Foodmarket.com

Supplies up-to-the-minute breaking news and market information for the egg, red meat, and poultry industries.

**Primary Readership Profile:** Brokers, traders, sellers, allied industries, producers, retailers, foodservice buyers and distributors rely on *Foodmarket.com* for news at their fingertips.

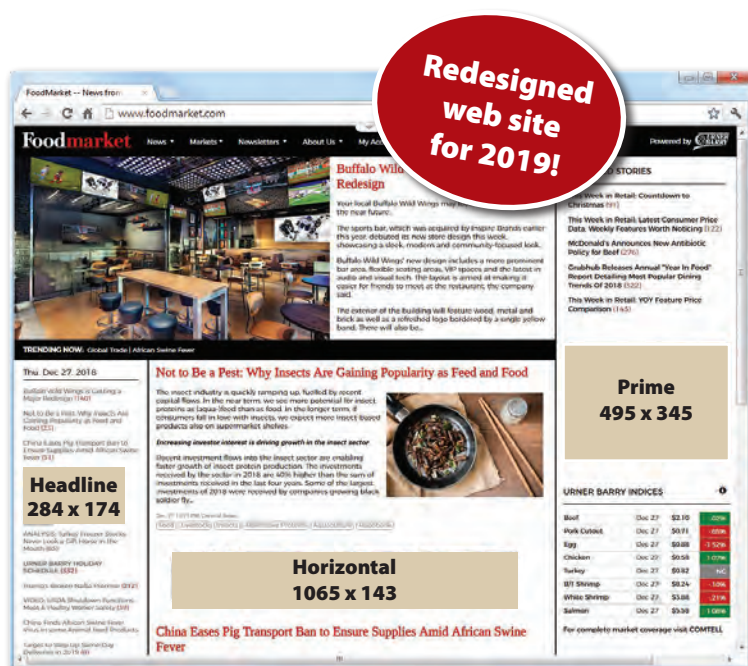
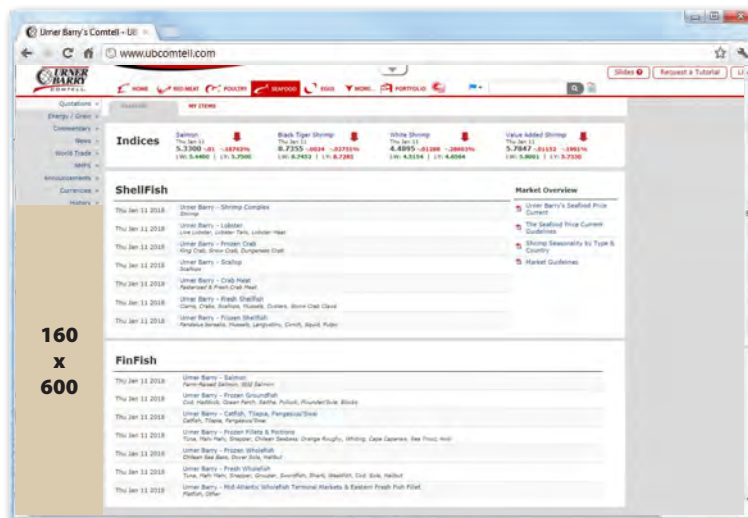
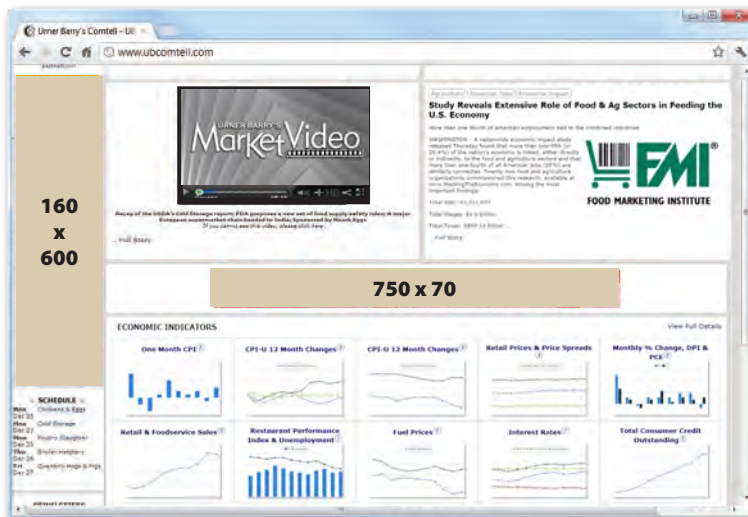
### Web Banner Ad Sizes:

FM Prime  
495 x 345 pixels

FM Horizontal  
1065 x 143 pixels

FM Headline  
284 x 174 pixels

## ALL WEB BANNERS ARE PLACED IN ROTATION





## Seafoodnews.com

This service is the most recognized and trusted source of online seafood trade news in the industry.

**Primary Readership Profile:** The broadest and most extensive group of seafood producers, sellers, importers, brokers, traders, distributors, buyers, foodservice and retail executives, restaurant owners, and chefs.

### Web Banner Ad Sizes:

#### Vertical

160 x 600 pixels

#### Horizontal

936 x 120 pixels

#### Headline

170 x 130 pixels

**ALL WEB BANNERS ARE  
PLACED IN ROTATION**

The screenshot shows the Seafoodnews.com homepage. A vertical banner ad on the left displays "170 x 130". The main content area features several news articles, including "Bering Sea Cod Fleet Expected to Double this Year" and "Price Talks Delay Commercial Dungeness Crab Season in Oregon". A horizontal banner ad on the right displays "936 x 120".

This screenshot shows another section of the Seafoodnews.com website. It features a vertical banner ad on the left with the text "160 x 600". The main content area includes articles such as "Kodiak's Tanner Crab Fishery Opens For First Time in 4 Years" and "ANALYSIS: Fresh Chilean Fillet Imports Up YTD, But Overall Fresh Fillet Imports Down". A bar chart titled "November Fillet Imports" is also visible, showing data from 2012 to 2017.





## Email Newsletters

News Summary emails target subscribers of *SeafoodNews.com* and *Foodmarket.com*.

**Primary Readership Profile:** Email subscribers, large and small volume buyers and suppliers in the industry.

**Frequency:** Daily.

### SeafoodNews.com News Summary

#### Ad Sizes:

##### Vertical

160 x 600 pixels

##### Horizontal

600 x 90 pixels

##### Headline

170 x 130 pixels

### Foodmarket.com News Summary

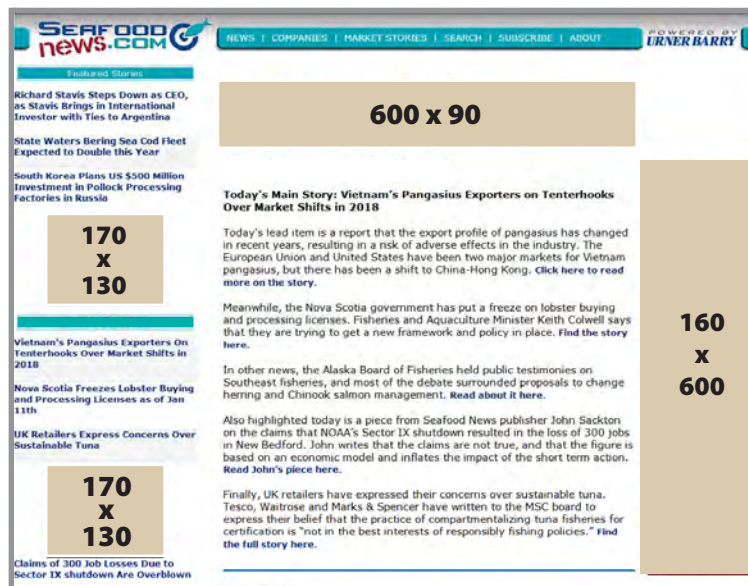
#### Ad Sizes:

##### Horizontal

468 x 60 pixels

##### Headline

170 x 130 pixels



**SeafoodNews.com**

NEWS | COMPANIES | MARKET STORIES | SEARCH | SUBSCRIBE | ABOUT

POWERED BY URNER BARRY

**Featured Stories**

- Richard Stavits Steps Down as CEO, as Stavits Brings in International Investor with Ties to Argentina
- State Waters Bering Sea Cod Fleet Expected to Double this Year
- South Korea Plans US \$500 Million Investment in Pollock Processing Factories in Russia

**170 x 130**

**Today's Main Story: Vietnam's Pangasius Exporters on Tenterhooks Over Market Shifts in 2018**

Today's lead item is a report that the export profile of pangasius has changed in recent years, resulting in a risk of adverse effects in the industry. The European Union and United States have been two major markets for Vietnam pangasius, but there has been a shift to China-Hong Kong. [Click here to read more on the story.](#)

Meanwhile, the Nova Scotia government has put a freeze on lobster buying and processing licenses. Fisheries and Aquaculture Minister Keith Colwell says that they are trying to get a new framework and policy in place. [Find the story here.](#)

In other news, the Alaska Board of Fisheries held public testimonies on Southeast fisheries, and most of the debate surrounded proposals to change herring and Chinook salmon management. [Read about it here.](#)

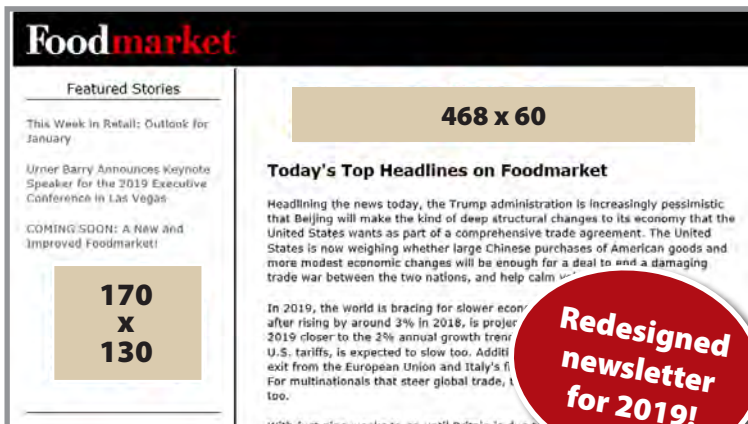
Also highlighted today is a piece from Seafood News publisher John Sackton on the claims that NOAA's Sector IX shutdown resulted in the loss of 300 jobs in New Bedford. John writes that the claims are not true, and that the figure is based on an economic model and inflates the impact of the short term action. [Read John's piece here.](#)

Finally, UK retailers have expressed their concerns over sustainable tuna. Tesco, Waitrose and Marks & Spencer have written to the MSC board to express their belief that the practice of compartmentalizing tuna fisheries for certification is "not in the best interests of responsibly fishing policies." [Find the full story here.](#)

**160 x 600**

**170 x 130**

Claims of 300 Job Losses Due to Sector IX shutdown Are Overblown



**Foodmarket**

Featured Stories

This Week in Retail: Outlook for January

Urner Barry Announces Keynote Speaker for the 2019 Executive Conference in Las Vegas

COMING SOON: A New and Improved Foodmarket!

**170 x 130**

**468 x 60**

**Today's Top Headlines on Foodmarket**

Headlining the news today, the Trump administration is increasingly pessimistic that Beijing will make the kind of deep structural changes to its economy that the United States wants as part of a comprehensive trade agreement. The United States is now weighing whether large Chinese purchases of American goods and more modest economic changes will be enough for a deal to end a damaging trade war between the two nations, and help calm...

In 2019, the world is bracing for slower economic growth after rising by around 3% in 2018. is projected for 2019 closer to the 2% annual growth trend. U.S. tariffs, is expected to slow too. Add to that the exit from the European Union and Italy's financial crisis. For multinationals that steer global trade, it's a tough year too.

**Redesigned newsletter for 2019!**



## Market Updates

Email updates sent for each commodity: seafood, poultry & egg, and red meat. The *Market Update* email is an excellent complement to our customers' COMTELL or publication service.

**Frequency:** Daily.

**Web Banner Ad Size:**

**Vertical**

160 x 600 pixels



**RED MEAT**  
**MARKET UPDATE**

UB ANALYTICS

FOLLOW US ON 
 @UBBeef @UBPork @UBByProducts @UBLambVeal @UrnnerBarry

» Darden Restaurants Announces Leadership Appointments  
 » VIDEO: Pre-Report COF Estimates; Tyson Recognized by Fortune Magazine  
 » Carl Buddig and Company Expands Manufacturing Footprint in Illinois  
 » CHART: Industry Expectations for Weekly Cattle Slaughter  
 » CHART: Industry Expectations for Weekly Hog Slaughter  
 » Can a Chinese Mega-Retailer Make a Killing off Montana Beef?  
 » Headlines Worth Reading - January 23, 2018  
 » EU Refers Polish Pork Sector Merger to Local Competition Regulator  
 » Smithfield Foods Commences 10th Anniversary of Helping Hungry Homes® Initiative  
 » Cash Hog Outlook: Some Plants Still Dealing with Aftermath of Winter Storm  
 » BEEF: Boxed Beef Mid Morning Tone  
 » Cash Cattle Outlook: Quiet; Some Plants Still Digging Out from Storm  
 » Today's Hog Slaughter Projected 439,000; Cattle 107,000  
 » PORK: Mid Morning Tone  
 » NOTICE: Livestock Slaughter and Poultry Slaughter will be released on Thursday, January 25, 2018  
 » National Steer & Heifer Estimated Grading Percent Report  
 » Estimated Pork Packer Margin Indices  
 » BEEF: Boneless Beef Mid Morning Tone  
 » Weekly Estimated Cattle Show Lists  
 » LAMB & VEAL: Urner Barry's Lamb & Veal Retail Features  
 » PORK: Urner Barry's Pork Retail Features  
 » BEEF: Urner Barry's Beef Retail Features

**Smithfield Foods Commences 10th Anniversary of Helping Hungry Homes® Initiative**

**160  
X  
600**

**POULTRY & EGG**  
**MARKET UPDATE**

UB ANALYTICS

FOLLOW US ON 
 @UBEgg @USBoultry @UrnnerBarry

» Darden Restaurants Announces Leadership Appointments  
 » VIDEO: Pre-Report COF Estimates; Tyson Recognized by Fortune Magazine  
 » ANALYSIS: USDA Weekly Shell Egg Inventory  
 » Carl Buddig and Company Expands Manufacturing Footprint in Illinois  
 » Don't Count Your Chickens; NAFTA's End Could Hit U.S. Poultry Hard  
 » China Chicken Sample Tests Positive for H5 Bird Flu Virus  
 » Headlines Worth Reading - January 23, 2018  
 » Smithfield Foods Commences 10th Anniversary of Helping Hungry Homes® Initiative  
 » Eggland's Best Launches New, Premium Chicken Food For Backyard Chickens  
 » Police: 1 Person Shot at Chicken Processing Plant  
 » EGG: Mid Morning Tone  
 » CHICKEN: Mid Morning Tone  
 » TURKEY: Mid Morning Tone  
 » Urner Barry Mid Morning Tone  
 » NOTICE: Livestock Slaughter and Poultry Slaughter will be released on Thursday, January 25, 2018  
 » CHICKEN: Urner Barry's Chicken Retail Features  
 » EGG: Urner Barry's Egg Retail Features  
 » TURKEY: Urner Barry's Turkey Retail Features

**OIE: Afghanistan Reports Two Bird Flu Outbreaks**

Afghanistan has reported two outbreaks of a highly contagious bird flu virus, the World Organisation for Animal Health (OIE) said on Tuesday, citing a report from the Afghan agriculture ministry.

The H5 virus was detected in a backyard in Kabul where it killed 6 birds and in the Bagrami village nearby, where it killed 15, the Paris-based OIE

**160  
X  
600**

**SEAFOOD**  
**MARKET UPDATE**

UB ANALYTICS

FOLLOW US ON 
 @UBSeafood @SeafoodcomNews @UrnnerBarry

» Shrimp Closing Commentary  
 » VIDEO: Retail Features; Coast Guard, NOAA Seize Shrimp  
 » This Week in Retail: Retail Indices Currently Running Above 5-Year Averages  
 » Headlines Worth Reading - January 19, 2018  
 » Urner Barry's Seafood Retail Features  
 » Frozen Groundfish Closing Commentary  
 » Crab Meat Closing Commentary  
 » Catfish, Tilapia & Pangasius Closing Commentary  
 » Frozen Wholefish Closing Commentary  
 » Salmon Closing Commentary  
 » Fresh Wholefish & Western Fresh Fish Closing Commentary  
 » Frozen Crab Closing Commentary  
 » Lobster Closing Commentary  
 » Mid-Atlantic Wholefish & Eastern Fresh Fish Fillet Closing Commentary

**Shrimp Closing Commentary**

26-30 count Latin American HLSO white shrimp are full steady to firm with a few offering noted higher. The balance of the market is about steady at listed levels. HOSO shrimp continue barely steady to weak.

Asian white shrimp remain barely steady to weak throughout the complex with some further discounting noted. Demand is rated quiet

8-12 and smaller HLSO black tiger shrimp are about steady. Peeled shrimp are about steady for 8-12 and smaller. 6-8 and larger shrimp are full steady; supplies light.

**Gulf Domestic Shrimp:** Higher replacement pricing, supply concerns, and limited opportunities for replacement are all price supportive. Today, premiums were noted on U12 through 31-35 count headless shell-on brown shrimp, and scattered count sizes of HLSO white shrimp. PUD's firmed largely across-the-board, and strength was seen in 61-70 and 71-

**160  
X  
600**

## Email Notifications

Urner Barry's customers receive notifications on a daily basis when Market Price Reports and Market Insiders Reports are available to view.

**Frequency:** Daily.

### Web Banner Ad Size:

Headline: 170 x 130 pixels

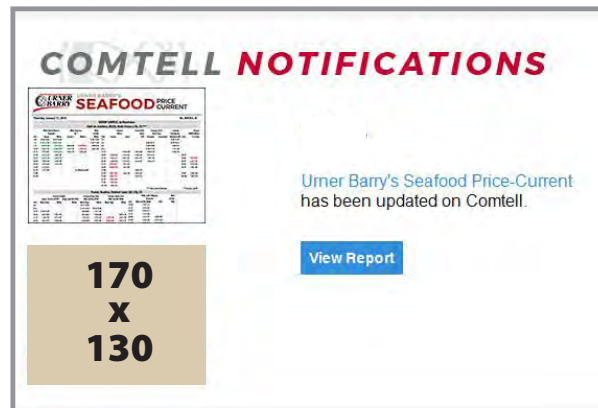
## Email Alerts

Foreign Trade Data's *Trade Alert* targets seafood industry subscribers. Users of this site can create import or export reports of specific species, track volume from certain countries, stay up to date with trade alerts and read the latest Insider's reports.

**Frequency:** 2-3 times per week.

### Web Banner Ad Size:

Horizontal: 468 x 60 pixels



**COMTELL NOTIFICATIONS**

Urner Barry's Seafood Price-Current has been updated on Comtell.

**170  
x  
130**

[View Report](#)



**Urner Barry's Foreign Trade Data Trade Alert**

Trade Alerts | Custom Data | Census Data | Insider's Reports | Refusals | Alerts | Warning Letters

**In This Issue:**

**468 x 60**

**Trade Alerts:**

- FDA Posts Draft Guidance for Issuance of Public Warnings, Notifications and Recalls
- Hook One of the Last Seats at the Seafood Import Workshop
- FDA Import Alert Updates

## DIGITAL MEDIA

### Daily Video

Urner Barry's *Daily Market Video* is growing in viewership! Over 90% of hits are generated directly through COMTELL. Target your customers directly with this unique advertising opportunity.

**Primary Readership Profile:** COMTELL subscribers.

**Frequency:** Daily.

### Ad Size:

1280 x 720 pixels

URNER BARRY'S  
**MarketVideo**



URNER BARRY'S  
**MARKET  
PODCAST**

### Podcasts

Podcasts are becoming an increasingly popular communications tool and our listeners are extremely enthusiastic about tuning in to the weekly *Seafoodnews.com Podcast* and Urner Barry's *Market Podcast*. These fun and engaging audio shows are perfect for industry professionals on the go—and perfect for broadcasting your message to your target audience. Each episode, which is available to download for free on Spotify, SoundCloud or iTunes, touches on industry trends and market bites, and includes exclusive interviews with our expert analysts. Urner Barry's podcasts are a must-listen for those operating in the food supply chain. Get your message heard—advertising opportunities are available now.

**Primary Readership Profile:** COMTELL subscribers.

**Frequency:** Weekly.

**Advertising Opportunity:** Audio sponsorship.



## File Requirements

Please read and follow the guidelines below to insure compatibility. We cannot guarantee how your publication will print if using formats that do not comply to these specifications.

### Digital File Requirements for Print Ads

Our publications are produced electronically, direct-to-plate using Adobe InDesign Creative Cloud on the PC platform.

The following file formats are acceptable: Adobe Photoshop, Illustrator, and InDesign, however, **the preferred format is Adobe PDF with all fonts embedded.**

- All art should be clearly and consistently named and linked, and all fonts included. All links must be embedded.
- Photoshop files must be 300 ppi for photos and 600 ppi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files.
- EPS files from Photoshop or Illustrator must be a high resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths.
- PDF files must be high-resolution (300 ppi). Press Quality PDF format is preferred. ALL fonts must be embedded.

When sending files that were created on a Mac, always include a file extension at the end of ALL file names (.indd, .eps, .ai, etc.). The preferred file from a Mac is a Press Quality PDF with all fonts converted to outlines.

Ads created using any Microsoft product (i.e. Word, Publisher, Powerpoint, etc.) cannot be guaranteed. Every effort will be made to convert and/or redesign your ad utilizing these files. A follow-up proof is required and agency discount will not apply.

Photographs from websites are not guaranteed to print without pixilation. When sending JPG images, high resolution (300 ppi) images must be received.

**PLEASE OFFSET CROPMARKS SO THAT THEY ARE NOT IN THE BLEED/PRINTING AREA.**

### Color Requirements for Reporter

*Urner Barry's Reporter* is printed in full-color (4-color process). **All files must be CMYK.** Files with spot, RGB, Pantone, Trumatch or any other colors will be converted in-house and final color is not guaranteed to match your proof.

### Transferring Large Files

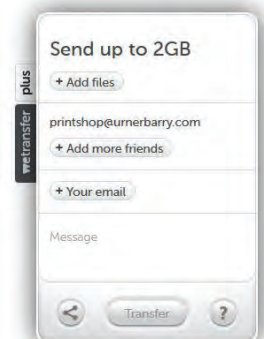
Urner Barry's Printshop (see next page) transfer site is available for uploading files that are large in file size, or for an alternate method to sending files via email.

Visit the transfer site here:

<https://ubprint.wetransfer.com>

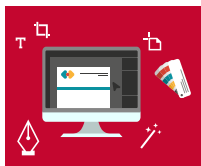
You will see a box like the image on the right.

- Add multiple files in the top box.
- You will see the printshop email address - please DELETE that email and add **advertise@urnerbarry.com**



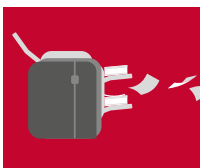
## Urner Barry Printing Opportunities

Did you know that Urner Barry has an in-house Print Shop that can service your design, printing, and mailing needs?



### Design

Equipped with state-of-the-art software, Urner Barry's Print Shop offers quality graphic design. From concept to completion, our skilled staff will assist you through the process of creating effective and attractive layouts for your printed pieces.



### Print

Urner Barry's print services provide a wide range of options to meet your needs. Our experienced staff utilizes the latest in both digital and offset printing technologies and bindery equipment to complete your project in a professional and timely manner.



### Mail

Bulk mailing with Urner Barry will save you time and money. Direct mail is one of the most economical and effective communication and marketing tools available. We can handle all the essential steps necessary to get your promotion into the mail stream efficiently while staying within your budget.

### Value & Service

Our goal is to deliver 'on-time' printing and mailing solutions with exceptional service and quality products at competitive prices.

Large or small, your job is handled with individual attention, care, and precision from start to finish. Our service is second-to-none and we stand behind our work 100%.

Call the Print Shop directly at **732-575-1980** today for a free, no-obligation consultation or email us at [printshop@urnerbarry.com](mailto:printshop@urnerbarry.com).

AD JOURNALS

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LABELS

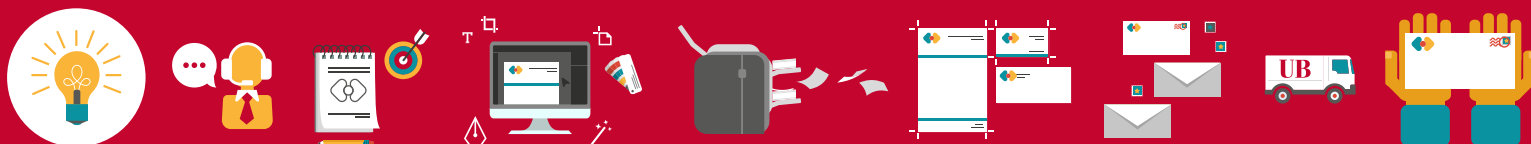
LETTERHEAD

MAIL SERVICES

NEWSLETTERS

PROMOTIONAL ITEMS

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