

# IAFP MEDIA KIT

SEPTEMBER 2024

## ABOUT THE INTERNATIONAL ASSOCIATION FOR FOOD PROTECTION

The **International Association for Food Protection (IAFP)** represents a broad range of members with a singular focus — protecting the global food supply. Within the association, you will find educators, government officials, microbiologists, food industry executives and quality control professionals who are involved in all aspects of growing, storing, transporting, processing and preparing all types of foods.

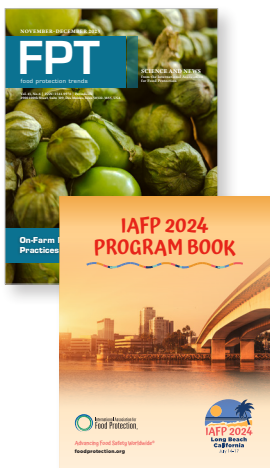
Members of the International Association for Food Protection enjoy a wide array of benefits. Topping the list are networking opportunities, continuing education and being able to make a difference in the public health of our global community. We encourage you to make the most of all the opportunities presented in this **Media Kit** that allow you to connect in person, in print and online with IAFP Members worldwide.

## IAFP PUBLICATIONS



### SUSTAINING MEMBERSHIP

IAFP Sustaining Members demonstrate their commitment to advancing food safety worldwide by providing financial support to the Association. Sustaining Members represent numerous organizations and corporations that provide valuable products and services to food safety professionals. Learn more about Sustaining Membership and view our current Gold, Silver and Sustaining Members [here](#).



### FOOD PROTECTION TRENDS

Published bi-monthly by the International Association for Food Protection, *Food Protection Trends* contains articles on applied research, applications of current technology and general interest subjects for food safety professionals, including industry products and a calendar of upcoming meetings.

### PROGRAM BOOK

Each year, top industry, academic and government food safety professionals attend the IAFP Annual Meeting. Reach the 3,500 attendees representing more than 50 countries from around the world including professionals in quality control, processing operations, regulatory inspections, consulting groups, risk assessment, research and development, food toxicology, microbial research, plant management, and more.

# ADVERTISING RATES

## FOOD PROTECTION TRENDS AD RATES

### Advertising Base Charge

	1x	3x	6x
Full Page	\$1,600	\$1,525	\$1,475
1/2 Page – Horizontal only	\$1,300	\$1,250	\$1,200

All rates are net/insertion and four color.

### Premium Cover Placements:

Outside Back Cover: Rate +20%

Inside Cover: Rate +15%

## MECHANICAL REQUIREMENTS

Covers	7" w x 10" h
Full Page (Live area)	7" w x 10" h
Bleed	8.75" w x 11.25" h
Trim Size	8.5" w x 11" h
1/2 Page (Horizontal only)	7" w x 4.75" h

Submitted 60 days prior to the publication month of each journal.

All ads must be a high resolution PDF file (with fonts outlined or embedded). Ads must be 4-color with a minimum of 300 dpi.

## FOOD PROTECTION TRENDS ONLINE

Readers of *Food Protection Trends* can literally flip through the pages of this monthly publication online at [foodprotection.org](http://foodprotection.org).

All ads that appear in the printed issue appear on this unique online version. Better yet, the online format allows advertisers numerous opportunities to truly capture the attention and interest of your customers.

For more information, contact **Dave Larson** at +1 515.440.2810 or [dave@larsonentllc.com](mailto:dave@larsonentllc.com)

# IAFP NEWSLETTER



September is National Food Safety Education Month, providing a special opportunity to raise awareness through steps to prevent foodborne illness! IAFP extends this recognition to include the entire globe in protecting the world's food supply. Thank you to everyone who continues the fight to keep food safe.

Photos from IAFP 2024 are available for viewing and downloading on the IAFP Flickr website. Relive this year's Annual Meeting and share with those who couldn't attend. Photos are categorized in albums by day of the week. Photos of Pre-Meeting Workshops, Affiliates, and Exhibitors are in separate albums labeled accordingly. [Go here](#) to view.

## IAFP REPORT

More than 4,000 IAFP Members receive the monthly *IAFP Report* electronic newsletter. This newsletter provides global news articles and resources relevant to the field of food safety. If you have products or services for IAFP Members, a banner ad in the *IAFP Report* is the ideal place to advertise.

## IAFP REPORT BANNER ADS (exclusive)

**Non-Static**      \$1,700/month

(Rotational Banner) (3-month minimum)

More than 30% Open Rate.

## MECHANICAL REQUIREMENTS

562 w × 130 h pixels

Submit your ad as a jpg or gif image. Send the exact

URL where you want the image to link.

Resolution – Multimedia (100 dpi or less)

# IAFP WEBSITE

Every day, IAFP Members and other food safety professionals from around the world find their way to **foodprotection.org**.

The website is a valuable resource providing everything from membership information to event registration, food safety icons to information for students. In addition, a portion of the site allows users to review information from past Annual Meetings, connect with other members, find employment opportunities, and explore publications offered by Springer Science + Business Media. What better place to put your message and a link to your website?

## WEB STATISTICS

Average Visits per Month – 18,600

Average Pageviews per Month – 68,600

Average Time on Site – 2:12 minute

## WEB BANNER ADS

Ads on foodprotection.org are the perfect place to share your information with food safety professionals – information about products and services, pricing promotions or testimonials from current customers. Active links from foodprotection.org connect viewers from one site they trust for reliable information to another – yours!

## WEB BANNER PRICING

Banner \$600/month

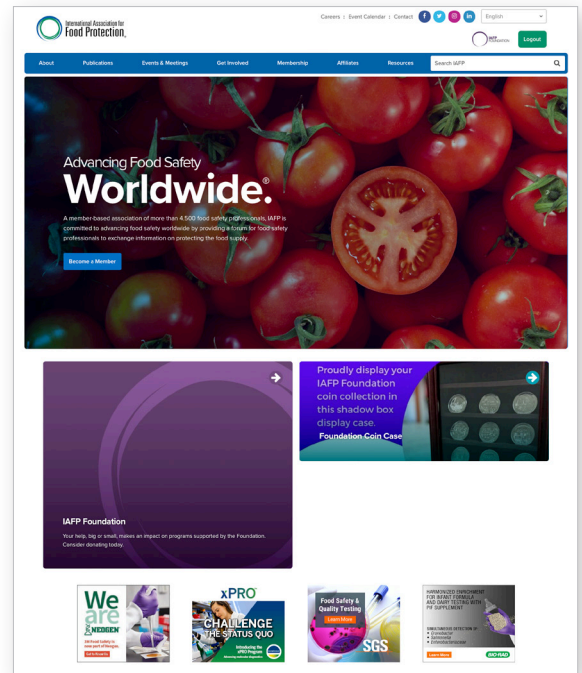
(Rotational Banner)

## MECHANICAL REQUIREMENTS

300 w x 250 h pixels

Submit the exact URL where you want the image to link. Animation may loop 3x for a total of 15 seconds max recommended for standard ad units. Submit your ad as a gif (animated or static) or jpg image with max file size of 40k using RGB color only.

Resolution – Multimedia (72 dpi or less)



## CAREER SERVICES

Looking to advance your career in food safety? Searching for that “just right” job candidate? IAFP Career Services is a recruitment resource for the industry. We encourage you to take advantage of this service to access the most qualified pool of food safety professionals with relevant work experience to fulfill your staffing needs.

## JOB POSTING PRICING

30-Day Single Job Posting	\$250
60-Day Single Job Posting	\$450
Three (3) - 30-Day Job Postings	\$600