

FQ&S – AD RATES

PRINT RATES

Display Advertising Page Rates (Gross)

Size	1x	3x	6x	9x	12x	18x
Full Page	\$5,130	\$4,745	\$4,410	\$4,105	\$3,745	\$3,090
2/3 Page	\$4,490	\$4,255	\$4,060	\$3,340	\$2,705	\$2,240
1/2 Page Island	\$3,805	\$3,555	\$3,295	\$3,070	\$2,555	\$2,115
1/2 Page	\$3,645	\$3,415	\$3,155	\$2,950	\$2,425	\$2,015
1/3 Page	\$2,980	\$2,620	\$2,500	\$2,290	\$2,160	\$1,790
1/4 Page	\$2,435	\$2,310	\$2,190	\$2,065	\$1,860	\$1,545
2 Page Spread	\$8,095	\$7,735	\$7,345	\$7,050	\$6,680	\$6,090

Color (Gross): 4A (AAAA) standard colors (red, blue, green, yellow, orange).

1 standard color per page	\$665
1 matched color per page	\$775
3- or 4-color process per page	\$1335
3- or 4-color process Fractional page	\$1020
3- or 4-color process per spread	\$2010

Bleed: No charge.

Cover Rates: Earned rate plus 15%.

Preferred Positions: Earned rate plus 10%.

Classified Rates (Net)

Size/Unit	1x	3x	6x
Column-Inch	\$155	\$145	\$135
Business Card	\$250	\$235	\$225

Color Rates (Net)

Two-color	\$55
Four-color	\$180



FQ&S – AD RATES cont.

WEBSITE RATES

Website Advertising (Net Rates)

Ad Unit	Size	Net Monthly Sponsorship Rate
Leaderboard (desktop)	728x90	\$1750
Boom Box (top)	300x250	\$1925
Boom Box (bottom)	300x250	\$1725
Interstitial (desktop)	640x480	\$3530

NOTE: Banners to be served site-wide in rotation, allowing advertisers to take advantage of all the traffic (pageviews) that foodqualityandsafety.com delivers. Ad units are served in rotation (up to 3).

eNEWSLETTER RATES

eUpdate Advertising Net Rates

Position	1x	3x	6x	9x	12x	18x	24x
Top Banner	\$1,950	\$1,855	\$1,765	\$1,680	\$1,600	\$1,520	\$1,445
Banner 1	\$1,300	\$1,235	\$1,175	\$1,120	\$1,065	\$1,015	\$965
Banner 2	\$1,300	\$1,235	\$1,175	\$1,120	\$1,065	\$1,015	\$965
Banner 2 (Sky)	\$1,795	\$1,745	\$1,695	\$1,645	\$1,595	\$1,505	\$1,445
Text/Spotlight	\$2,100	\$1,995	\$1,895	\$1,800	\$1,530	\$1,455	\$1,385

Custom Content eNewsletter

Custom Content eNewsletter	Net CPM Rate
Eblast – Promote products & services (\$3000 minimum net).	\$695

eTOC Advertising Net Rates

Position	1x	3x	6x	9x	12x	18x	24x
Right Banner	\$1,300	\$1,235	\$1,175	\$1,120	\$1,065	\$1,015	\$965
Banner 2 (Sky)	\$1,795	\$1,745	\$1,695	\$1,645	\$1,595	\$1,505	\$1,445
Text Ad	\$2,100	\$1,995	\$1,895	\$1,800	\$1,530	\$1,455	\$1,385

Webinars

Sponsored Package – Content and speakers provided by sponsor	Net Rate
1x-2x	\$12,000 net
3x +	\$10,000

OTHER DIGITAL RATES

EKB	Base Net Price
	\$15,000

Eblasts and Direct Mail List Rental	Net CPM Rate
Eblast – Promote Products & Services (\$1500 minimum net)	\$495
Direct Mail (\$500 minimum net)	\$225

Trade Show Product Focus	Base Net Price
Delivered electronically prior to the following industry trade shows: IPPE, PITTCO, Food Safety Summit, ASM, IFT, IAAP, and AOAC	\$895



FQ&S – AD SPECS

PRINT MAGAZINE SPECS

Page Sizes: Trim Size: 8-1/8" x 10-7/8"

Full page bleed	8-3/8" x 11-1/8"
Full page no-bleed	7" x 10"
2/3 page vertical	4-11/16" x 9-3/4"
1/2 page vertical	3-1/2" x 9-3/4"
1/2 page horizontal	7-1/8" x 4-3/4"
1/2 page island	4-11/16" x 7-1/8"
1/3 page vertical	2-1/4" x 9-3/4"
1/3 page horizontal	7-1/8" x 3-1/16"
1/3 page square	4-11/16" x 4-5/8"
1/4 page vertical	3-1/2" x 4-5/8"
1/4 page horizontal	7-1/8" x 2-1/4"

Submission of Display Ads

- All display ads must be submitted as a PDF or TIF file. All files must be 4-color, (CMYK), high resolution (minimum 300 dpi) with fonts embedded.
- Ads provided in native application files such as QuarkXPress, InDesign, Photoshop, Illustrator, or any other program WILL NOT BE ACCEPTED.
- Files accepted: Email (maximum 10 MB) to Claudia Vogel at cvogel@wiley.com. For larger files, contact Claudia for instructions on how to send.

- We no longer accept advertisements on CD. All images for 4-color ads must be submitted as final, high-resolution (300 dpi) CMYK files. Do not send JPG or GIF files. All ads submitted should be suitable to print AS IS.
- If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.

Email print ads to:

cvogel@wiley.com
copy kpotuzni@wiley.com

Classified Material Specifications

- One column-inch width equals 2 1/4"; two columns, 4 5/8"; three columns, 7 1/8", including all borders and white space in ad.
- All space is billed to the nearest half inch. Minimum depth for one- and two-column ads is 1"; minimum depth for three column ad is 2".
- Typography and graphics: *Food Quality & Safety* can typeset and enclose your ad with a border, free of charge. Your complete ad, your logo or special border may be submitted via email.

Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes: 2-page inserts: 8 3/8" x 11 1/8"; 4-page inserts: 8 3/8" x 11 1/8".
- Trimming: Head 1/8", foot no less than 1/8", width 1/8"; safety margin in gutter; 1/8" safety at side.
- Stock Weights Acceptable: Not to exceed 100 lb. coated.
- Packing Instruction: Carton packing preferred, with quantity, publication name, and bi-monthly issue clearly indicated.

Stock & Binding:

50 lb. Coated, Saddle-Stitched.



FQ&S – AD SPECS cont.

WEBSITE SPECS

The following must be provided when placing a web ad: Creative for the ad (the file to be used or related artwork) and web address (target URL). All ad units creative should be sent as a file via email to kpotuzni@wiley.com.

Digital Ad Serving Platform

Foodqualityandsafety.com uses DoubleClick for Publishers (DFP) Premium to traffic digital ads.

Creative Dimensions

Leaderboard: 728x90

Pushdown creatives must be user initiated and can accommodate a maximum final size of 728x310. The mobile counterpart is a 320x50. Additional details under Leaderboard Mobile Counterpart section.

Medium Rectangle (MPU): 300x250

Expandable creatives must be user initiated, expand left & downward and can accommodate a maximum final size of 500x700. Additional details under Medium Rectangle Mobile Counterpart section.

Interstitial: 640x480

Served once per day on initial entrance to the website. The mobile counterpart is a 300x250. Additional details under Interstitial Mobile Counterpart section.

File Types Accepted

DoubleClick Tags (*preferred*)
GIF, JPG & PNG
HTML5 (provided as a third-party tag)
Third-party tags from DFP certified vendors found here: <http://bit.ly/third-party-ads>.

Max File Size

200 KB (*Max Initial File Size*); 200 KB (*Subsequent Max User Initiated File Size*); 2.2 MB (*Subsequent Max Additional User-Initiated File Size, ex: Streaming Video*)

Submission Lead Time

Ad creatives must be submitted based on the schedules outlined below to enable thorough production and testing. Third-party ads must be live at time of submission.

Standard & Native Ads: 5 business days prior to launch

Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

Rich Media Ads: 10 business days prior to launch

FAQ

Can Creatives Be Animated?

Yes.

Do You Accept Rich Media Creatives?

Yes. Guidelines are as follows:

- Must be inclusive of a back-up GIF, JPG or PNG image
- Max frame rate is 18 FPS, max looping is 3
- Audio must be user initiated
- Max animation length 15 seconds
- Controls: "Close X", Play, Pause, Rewind, Volume. Font is 16 pt

Do You Accept Third-Party Ad Tags?

Yes, third-party ad tags are accepted and encouraged for Rich Media creatives.

Do You Accept Flash Creatives? As of November 1, we will no longer accept Flash.

Do You Accept HTML5 Creatives?

Yes. Please note that DFP currently does not have any preset specifications set up for using HTML5 creatives. All HTML5 creatives must be provided as a third-party tag.

Do You Accept Rich Media Creatives with Multiple clickTags?

Yes. However, Rich Media creatives leveraging more than one clickTag must be set up properly and provided as a third-party tag. SWF/HTML5 files will not be accepted.

Do You Permit Expandable Creatives?

Yes. See specific ad unit for details.

Creative should be sent to kpotuzni@wiley.com seven days prior to the banner start date.



FQ&S – AD SPECS cont.

WEBSITE AD UNITS

Leaderboard – Base Ad Unit Specifications

Dimensions: 728x90

Max File Size: 200 KB

Expansion Specifications

Expansion Direction: Downward

Max Initial File Dimensions: 728x90

Max Initial File Load: 40 KB

Subsequent Max Polite File Dimensions:
728x90

Subsequent Max Polite File Load: 100 KB

Subsequent Max User Initiated File

Dimensions: 728x310

Subsequent Max User Initiated File Load:

2.2 MB (Unlimited for Streaming Video)

Backup Image* Dimensions: 728x90

Backup Image* Max File Size: 200 KB

File Types Accepted

- DoubleClick Tags (preferred)
- GIF, JPG & PNG
- HTML5 (provided as a third-party tag)
- Third-party tags from DFP certified vendors found here: <http://bit.ly/third-party-ads>.

Click-Through URLs

Required for all creatives provided as files.

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames Per Second

18 FPS Max

Leaderboard Mobile Counterpart

Required for visibility on the mobile version of the website.

Dimensions: 320x50

Max File Size: 24 KB

File Types: GIF, JPG & PNG

Audio/Video: 15 seconds max. Must be user-initiated. Required Controls: “Close X”, Play, Pause, Rewind, Volume.

Multiple clickTags: Any Rich Media units utilizing multiple clickTags must be provided as a third-party tag.

HTML5 Guidelines

DFP currently does not have any preset specifications set up for using HTML5 creatives. All HTML5 creatives must be provided as a third-party tag. File packages and URLs will not be accepted. The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

Medium Rectangle (MPU) – 300x250 Base Ad Unit Specifications

Dimensions: 300x250

Max File Size: 200 KB

Expansion Specifications

Expansion Direction: Left & Downward

Max Initial File Dimensions: 300x250

Max Initial File Load: 40 KB

Subsequent Max Polite File Dimensions:
300x250

Subsequent Max Polite File Load: 100 KB

Subsequent Max User Initiated File

Dimensions: 500x700

Subsequent Max User Initiated File Load:

2.2 MB (Unlimited for Streaming Video)

Backup Image* Dimensions: 300x250

Backup Image* Max File Size: 200 KB

File Types Accepted (see Leaderboard)

Click-Through URLs

Required for all creatives provided as files.

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames Per Second

18 FPS Max

Medium Rectangle (MPU) Mobile

Counterpart

GIF, JPG & PNG medium rectangle (MPU) creatives serve within the mobile version of the website. Backup images for rich media ads qualify. No additional units are required for visibility on the mobile version of the website.

HTML5 Guidelines (see Leaderboard)

Interstitial – 640x480 Base Ad Unit Specifications

Dimensions: 640x480

Max File Size: 200 KB

Subsequent Max Polite File Load: 200 KB

Subsequent Max User Initiated File Load:

2.2 MB (Unlimited for Streaming Video)

Backup Image* Dimensions: 640x480

Backup Image* Max File Size: 200 KB

File Types Accepted (see Leaderboard)

Click-Through URLs

Required for all creatives provided as files.

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames Per Second

18 FPS Max

Interstitial Mobile Counterpart

Required for visibility on the mobile version of the website.

Dimensions: 300x250

Max File Size: 200 KB

File Types: GIF, JPG & PNG accepted.

HTML5 Guidelines (see Leaderboard)

*Display to users with Flash or JavaScript disabled

FQ&S – AD SPECS cont.

eNEWSLETTER SPECS

	Top Banner	Banner 1	Banner 2	Text Ad	Product Spotlight
eUpdate	428x60 (.jpg or non animated .gif) 30KB Max size Target URL	120x240 (.jpg or non animated .gif) 30KB Max size Target URL	120x240 (.jpg or non animated .gif) 30KB Max size Target URL	Headline – up to 12 words. Description – 100 words (maximum) One target URL	Headline – up to 12 words. Description – 100 words (maximum) 150x150 image (max) One target URL
	Top Banner	Banner 1	Banner 2	Text Ad	Product Spotlight
eTOC	Not Available	120x240 (.jpg or non animated .gif) 30KB Max size Target URL	120x240 (.jpg or non animated .gif) 30KB Max size Target URL	Headline – up to 12 words. Description – 100 words (maximum) One target URL	Not Available
Trade Show Product Focus	.jpg file. Exact width of 175 and height of no more than 175 pixels Headline – up to 12 words. Description – 50 words (maximum) Logo – .jpg file 160x160 (maximum) Target URL				



Beets Studio - Fotolia.com

FQ&S – AD SPECS cont.

eNEWSLETTER SCHEDULES

eUpdate Advertising Closing Dates

Issue	Ad Close	Materials Due
1/12/16	1/4/2016	1/5/2016
1/19/16	1/11/2016	1/12/2016
1/26/16	1/18/2016	1/19/2016
2/9/16	2/1/2016	2/2/2016
2/16/16	2/8/2016	2/9/2016
2/23/16	2/15/2016	2/16/2016
3/8/16	2/29/2016	3/1/2016
3/15/16	3/7/2016	3/8/2016
3/22/16	3/14/2016	3/15/2016
4/5/16	3/28/2016	3/29/2016
4/12/16	4/4/2016	4/7/2016
4/19/16	4/11/2016	4/14/2016

Issue	Ad Close	Materials Due
5/3/16	4/25/2016	4/26/2016
5/10/16	5/2/2016	5/3/2016
5/24/16	5/16/2016	5/17/2016
6/7/16	5/31/2016	5/31/2016
6/14/16	6/6/2016	6/7/2016
6/28/16	6/20/2016	6/21/2016
7/12/16	7/5/2016	7/5/2016
7/19/16	7/11/2016	7/12/2016
7/26/16	7/18/2016	7/21/2016
8/2/16	7/25/2016	7/26/2016
8/9/16	8/1/2016	8/2/2016
8/23/16	8/15/2016	8/16/2016

Issue	Ad Close	Materials Due
9/13/16	9/6/2016	9/6/2016
9/20/16	9/12/2016	9/13/2016
9/27/16	9/19/2016	9/20/2016
10/4/16	9/26/2016	9/27/2016
10/11/16	10/3/2016	10/4/2016
10/25/16	10/17/2016	10/18/2016
11/1/16	10/24/2016	10/25/2016
11/15/16	11/7/2016	11/8/2016
12/6/16	11/28/2016	11/29/2016
12/13/16	12/5/2016	12/6/2016

eTOC Closing Dates

Issue Date	Orders Due	Materials Due
Feb/Mar 2016	02/09/16	02/15/16
Apr/May 2016	04/05/16	04/11/16
Jun/Jul 2016	06/01/16	06/08/16
Aug/Sept 2016	08/02/16	08/08/16
Oct/Nov 2016	09/27/16	10/03/16
Dec/Jan 2016	11/29/16	12/05/16

2016 Trade Show Product Spotlights

Trade Shows	Orders Due	Materials Due
IPPE, Jan. 27-29	01/07/16	01/13/16
Pittcon, March 6-10	02/11/16	02/18/16
FSS, May 10-12	04/21/16	04/27/16
ASM, June 17-20	05/26/16	06/02/16
IFT, July 16-19	06/16/16	06/23/16
IAFP, July 30-Aug. 3	07/07/16	07/13/16
AOAC, Sept. 18-21	08/26/16	09/01/16

