

Advertising & Sales Office

Ken Potuznik, *Food Quality* Associate Publisher
 P: 480-419-1851 ~ F: 480-718-7719 ~ E: kpotuzni@wiley.com

Lisa Ableson, Reprint Sales Rep
 P: 781-388-8554 ~ E: labelson@optonline.net

Publisher & Editorial Office

Carpe Diem: A Wiley Company
 111 River Street ~ Hoboken, NJ 07030
 Publisher: **Rachel Burley**
 Editor: **Patrick McGee** ~ E: pmcgee@wiley.com

Circulation

Total Print Circulation: 21,000 (BPA Audited)
 Please contact your sales representative for full circulation details.

Editorial Information

Food Quality is the science-based journal of quality, assurance, safety, and security in the food and beverage industry. Published by Carpe Diem – A Wiley Company, it examines current products, technologies and philosophies used in laboratories; tracks the deployment of tools that processors and the food service industry use to ensure safe and consistent products; reviews regulatory and sanitation issues, including current contamination control and training; and provides industry news and commentaries. *Food Quality* also serves as an industry catalyst that unites professionals in venues where values of quality assurance, safety and security are fostered.

Print Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year and are earned by advertising in any combination of *Food Quality* display, eUpdate, and eTOC insertions.

Agency Commission: Recognized advertising agencies are allowed a 15% commission on camera-ready and electronic ads only (subject to withdrawal on accounts not paid within 60 days of invoice date).

Advertising Incentive Programs: Companies that have not advertised in the *Food Quality* magazine in the previous 12 months are eligible for the following discount: Buy 5 ads and receive a 6th equal size/color ad at no charge. Free ads do not count towards the earned frequency rate.

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, customized media programs or additional special offers from *Food Quality*.

Policy On Ad Placement: Ads will be placed run of book, between, and within articles, and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.

Requirements On Acceptance Of Advertising: All advertising is subject to the approval of the editors and publisher.

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 Rates (Gross): In addition to earned B&W Rate: Standard: \$665; Matched: \$775; 4-Color Process: \$1,335; 4-Color Fractional: \$1,020; 4-Color Spread: \$2,010

Cover & Preferred Positions Rates (Gross): In addition to earned B&W Rate: Inside Front Cover: \$460; Inside Back Cover: \$350; Back Cover: \$670

Classified Rates (Gross)

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

Get Noticed! Add one color to your classified ad for only \$55. Add four for only \$180

Inserts/Bind-In Cards/Gatefolds: Quoted upon request. Please furnish sample.

Advertising Schedule: Frequency: Bi-Monthly

Month	AdClose	MaterialDue
Feb/Mar	1/14/11	1/21/11
Apr/May	2/25/11	3/04/11
Jun/Jul	5/03/11	5/10/11
Aug/Sep	7/11/11	7/18/11
Oct/Nov	9/09/11	9/16/11
Dec/Jan	11/04/11	11/11/11



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

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

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, Photo-Shop, Illustrator, or any other program WILL NOT BE ACCEPTED.
- Files accepted via: E-mail (maximum 6 mb) or larger files can be uploaded to an FTP site (call or email Karen Devlin (kdevlin@wiley.com) at 201-748-7789 for the address).
- 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.

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 can typeset and enclose your ad with a border, free of charge. Your complete ad, your logo or special border may be submitted via e-mail.

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 month clearly indicated.

Paper Stock & Binding: 40 Lb. Coated, Perfect.

Digital Advertising Information

Website Advertising (Net Rates)

Position	Size	CPM Rate
Vertical Skyscraper	120(w) x 600(h) pixels	\$115
Leaderboard	728(w) x 90(h) pixels	\$105
Top Vertical Banner	120(w) x 240(h) pixels	\$85
Button	120(w) x 60(h) pixels	\$65

Website Digital Ad Technical Specifications

- 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 sizes must be under 30KB, have a resolution of 72 dpi, and be saved as GIF, JPG or SWF files. The minimum number of impressions that can be purchased is 5,000. All Food Quality Web ads should be sent via e-mail to kdevlin@wiley.com. Please be sure to copy your sales rep.
- Please note that Flash banner ads require the use of industry standard clickTAG codes. More information is available from: <http://www.flashclicktag.com/>

E-Table Of Contents (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

E-Update 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



E-Update/Etoc Specifications

Position	Specs
Top Banner (e-Update Only)	468 (w) x 60 (h) pixels
Banner	120 (w) x 240 (h) pixels
Banner Skyscraper	120 (w) x 600 (h) pixels
Text Ad/Product Spotlight (eTOC text only)	100 Words

E-Update/Etoc Digital Ad Technical Specifications

- **Banner ads:** Provide a JPG file. Max size of 30KB and include target URL.
- **Text Ads:** Framed ads within text of eNewsletter. Headlines are limited to 12 words. Description is limited to 100 words. Link is limited to a single URL of less than 150 characters.
- **Product Spotlight:** Image and description within eUpdate. Description is limited to 100 words. Maximum image size of 150x150. Headlines are limited to 12 words. Description is limited to 100 words. Link is limited to a single URL of less than 150 characters.
- Animated GIF files are poorly supported in email and we recommend static (no animation) for creative that will be distributed via email.

Product Focus: \$1,495 each. Maximum number of advertisements is 15. See Editorial Calendar for Bi-Monthly Product Focus. Advertisers will receive:

- Bold faced listings in alphabetical order. Listings include company name, product type/ name, logo, e-mail address and URL (e-mail and URL are live links in digital edition.)
- A print ad positioned on a two page spread (eight to a page) after company listings. An electronic Product Focus (same copy/image) will be delivered to 21,000 opt-in readers several days after the print issue is mailed.
- Complete metrics (name, title, company, address, phone/fax, and e-mail address) on everyone that clicked on the URL about three weeks after the Product Focus is delivered.

Product Focus Technical Specifications

- One product image: Send .JPG file with an exact width of 175 pixels and a height of NO MORE than 175 pixels.
- Headline: 12 words or less
- Body: 50 words or less

- Company logo: 1 allowed as .JPG file with a maximum size of 160 x160 pixels.
- A URL: a click through URL of less than 100 characters (not including 'http://')

Trade Show Product Spotlights: \$895 net each.

eProduct Trade Show Spotlight Technical Specifications

- One Product Image. Send JPG file with an exact width of 175 pixels and a height of NO MORE than 175 pixels.
- Headline: 12 words or less
- Body: 50 words or less
- Company logo: 1 allowed as JPG file with a maximum size of 160 x 160 pixels.
- A URL: a click through URL of less than 100 characters (not including 'http://')

E-Update Advertising Closing Dates

Issue	Ad Close	Materials Due	Issue	Ad Close	Materials Due
1/4/11	12/28/10	12/29/10	6/28/11	6/21/11	6/22/11
1/18/11	1/11/11	1/12/11	7/12/11	7/05/11	7/06/11
1/25/11	1/18/11	1/19/11	7/19/11	7/12/11	7/13/11
2/8/11	2/01/11	2/02/11	7/26/11	7/19/11	7/20/11
2/15/11	2/08/11	2/09/11	8/9/11	8/02/11	8/03/11
2/22/11	2/15/11	2/16/11	8/16/11	8/09/11	8/10/11
3/8/11	3/01/11	3/02/11	8/30/11	8/23/11	8/24/11
3/15/11	3/08/11	3/09/11	9/13/11	9/06/11	9/07/11
3/22/11	3/15/11	3/16/11	9/20/11	9/13/11	9/14/11
4/5/11	3/29/11	3/30/11	9/27/11	9/20/11	9/21/11
4/12/11	4/05/11	4/06/11	10/4/11	9/27/11	9/28/11
4/26/11	4/19/11	4/20/11	10/18/11	10/11/11	10/12/11
5/10/11	5/03/11	5/04/11	10/25/11	10/18/11	10/19/11
5/17/11	5/10/11	5/11/11	11/8/11	11/01/11	11/02/11
5/24/11	5/17/11	5/18/11	11/15/11	11/08/11	11/09/11
6/7/11	5/31/11	6/01/11	12/6/11	11/29/11	11/30/11
6/14/11	6/07/11	6/08/11	12/13/11	12/06/11	12/07/11



Wiley Online Library Advertising

Position	Specs
Leader board	728 (w) x 90 (h) pixels
Skyscraper	160 (w) x 600 (h) or 120 (w) x 600 (h) pixels
Mini-skyscraper	160 (w) x 320 (h) pixels

Please contact your sales representative for rates for banner ads on Wiley Online Library.

Wiley Online Library Technical Specifications

- All creative for the ad (the file to be used or related artwork) must be provided when placing an ad.
- File types accepted: GIF, JPEG, PNG. SWF (Flash) files accepted for website ads only. 3rd Party ad tags are also accepted.
- Animated GIF files are poorly supported in email and we recommend static (no animation) for creative that will be distributed via email.
- Web address (target URL) must be provided when placing an ad.
- Size should be under 39k (30,000 bytes) and a resolution of 72 dpi.
- Electronic Transfer (preferred): Contact Online Advertising Traffic Coordinator at stefanie.diterlizzi@wiley.com.

Wiley Online Library Submission Of Banner Ads

- Maximum file size for all file types is 39kb
- **Dimensions accepted:** Leaderboard (728x90); Skyscraper (120x600, 160x600, 160x160, or 160x320)
- **Accepted file formats:** gif or .jpeg; Flash (.swf); 3rd party tags (preferably html/javascript code)
- **Pricing USD:** CPM Skyscraper \$100.00; CPM/Leaderboard \$75.00; Sponsorship \$1,500.00
- **The following 3rd party creative vendors accepted:** Atlas Bluestreak; DoubleClick Mediaplex; Eyeblander Ad Form; Pointroll Brand Control; Eyewonder
- **Important Notes About Rich Media:** We accept Rich Media ads; We do not accept expandable creatives such as point roll; Max file size is 39kb inclusive of a back-up gif image; Max frame rate is 18 fps; Audio must be user initiated; Max animation length 15 secs; Controls: "Close X", Play, Pause, Rewind, Volume. Font is 16 pt
- **Important Notes About Flash:** Only swf is accepted; Flash must be accompanied by a backup gif or jpeg; Flash should be saved in the lowest possible version (ideally 7 and up) so that these can reach the widest possible audience; Files must contain a clickTag in order for DFP to count clicks; The Actionscript should be coded within a button layer using these guidelines:

ActionScript 2: Use the get URL function; The URL should be: `_level10.clickTag`; The target window is set to `"_blank"`

ActionScript 3: Use the `navigateToURL` object; The URL should be: `root.loaderInfo.parameters.clickTag`; The target window is set to `"_blank"`; Variables set to `"navigateToURL"`

- Please contact Online Advertising Traffic Coordinator for complete Technical Specification at stefanie.diterlizzi@wiley.com.

Additional Marketing Opportunities

- **Direct Mail List Rental:** Direct mail lists are available for lead generation. Lists are selected from the Food Quality database based on title, job function, market segment, and purchasing influence. \$140/M for Food Quality display advertisers; \$225/M for non-advertisers. \$500 minimum net charge (including brokers).
- **Targeted E-blasts:** With HTML files provided by you, we target your message to a selected list of subscribers. \$495/M for Food Quality display advertisers; \$695/M for non-advertisers. \$1,500 minimum net charge (including brokers).
- **Select Prices:** Job title \$15/M; Primary Product \$15/M; Geographic \$15/M.
- **List Delivery:** E-mail \$35.
- **Custom E-newsletters:** Pricing available upon request: Custom content can be created specifically for you or can be repurposed from existing content in these targeted, sponsored newsletters.

Other Services Available

Bellybands, outserts, business reply cards, reprints, sponsored subscriptions, cover tips, supplements, webcasts, podcasts, and microsites. Please contact your sales rep about any other specific opportunities of interest. All services are subject to editorial approval.

Materials Contact

Email a hi-res PDF of your advertisement to:

kdevlin@wiley.com

For Inserts, send 2 samples to:

Karen Devlin
28 Shadetree Lane
Levittown, PA 19055

201.748.7789

Send all Insertion Orders to:

Ken Potuznik
480.419.1851 ~ F: 480.718.7719
E: kpotuzni@wiley.com

