

## 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
Boom Box (upper)	\$1.795	\$1.745	\$1.695	\$1.645	\$1.595	\$1.505	\$1.445
Boom Box (lower)	\$1.615	\$1.570	\$1.525	\$1.480	\$1.435	\$1.355	\$1.300
Text/Product 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
Top Banner	\$1.950	\$1.855	\$1.765	\$1.680	\$1.600	\$1.520	\$1.445
Boom Box (upper)	\$1.795	\$1.745	\$1.695	\$1.645	\$1.595	\$1.505	\$1.445
Boom Box (lower)	\$1.615	\$1.570	\$1.525	\$1.480	\$1.435	\$1.355	\$1.300
Text/Product Spotlight	\$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, IAFF, 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](mailto: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](mailto:cvogel@wiley.com)  
copy [kpotuzni@wiley.com](mailto: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](mailto: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](mailto: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	Upper Boom Box	Lower Boom Box	Product Spotlight	Text Ad
<b>eUpdate and eTOC</b>	728x90 (desktop); 320x50 (mobile)  .jpg or non-animated .gif  30KB max size  Target URL	300x250  .jpg or non-animated .gif  30KB max size  Target URL	300x250  .jpg or non-animated .gif  30KB max size  Target URL	Headline: up to 12 words  Description: 100 word maximum, includes maximum of 5 bullets, dashes, or asterisks.  150x150 image maximum (.jpg preferred)  One target URL	Headline: up to 12 words  Description: 100 word maximum, including a maximum of 5 bullets, dashes, or asterisks.  One target URL
<b>Trade Show Product Focus</b>	.jpg file. Exact width of 175 and height of no more than 175 pixels Headline – up to 12 words. Description – 50 word maximum, includes maximum of 2 bullets, dashes, or asterisks Logo – .jpg file 160x160 (maximum) Target URL				



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**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

