JOURNAL OF FOOD PROTECTION

First published in 1937, the Journal of Food Protection® is a refereed monthly publication. Each issue contains scientific research and authoritative review articles reporting on a variety of topics in food science pertaining to food safety and quality. JFP is internationally recognized as the leading publication in the field of food microbiology. Published by the International Association for Food Protection, JFP is supported by the largest scientific community and remains the longest running journal dedicated to food safety.

FOOD PROTECTION TRENDS

Published bi-monthly by the International Association for Food Protection, Food Protection Trends is read by over 9,000 individuals around the world. Each issue 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.

Issues distributed at the following 2020 events:

GFSI, Seattle, Washington – February
IAFP’s European Symposium, Munich, Germany – April
Food Safety Summit, Rosemont, Illinois – May
IAFP 2020 Annual Meeting, Cleveland, Ohio – August
China Food Safety Conference, Shanghai, China – November
Dubai International Food Safety Conference – December

Take advantage of our FPT Annual Meeting issues.

Pre-Annual Meeting — May/June
Post Annual Meeting — November/December
**ADVERTISING RATES**

**JOURNAL OF FOOD PROTECTION OR FOOD PROTECTION TRENDS AD RATES**

**Advertising Base Charge**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,600</td>
<td>$1,525</td>
<td>$1,475</td>
</tr>
<tr>
<td>1/2 Page – Horizontal only</td>
<td>$1,300</td>
<td>$1,250</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

All rates are net/insertion and four color.

Premium Cover Placements:
- Outside Back Cover: Rate +20%
- Inside Cover: Rate +15%

**Discounts available when advertising in both Journal of Food Protection and Food Protection Trends.**

**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.

For more information, contact Dave Larson at +1 515.440.2810 or dave@larsonentllc.com

---

**FOOD PROTECTION TRENDS ONLINE**

Readers of Food Protection Trends can literally flip through the pages of this monthly publication online at 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.

**FOOD PROTECTION TRENDS ONLINE SPONSORSHIP**

Online Issue Sponsorship – $1,500
Includes full page ad space opposite of cover on the electronic version to promote your company. Requires a minimum full page color ad within the publication.

**ADDITIONAL OPPORTUNITIES**

- Add video or audio to your ad – Make your message come alive with the addition of video and/or audio clips.
- Solicit online feedback – Link readers of your advertisements to online forums or surveys.
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)

- **Static** $1,300/month
- **Non-Static** $1,500/month (Rotational Banner)

(3-month minimum)

More than 30% Open Rate.

#### 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

- **Static** $400/month
- **Non-Static** $600/month (Rotational Banner)
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

For more information, contact Dave Larson at +1 515.440.2810 or dave@larsonentllc.com

WEB STATISTICS

- Average Visits per Month: 18,600
- Average Pageviews per Month: 68,600
- Average Time on Site: 2:12 minutes

For more information, contact Julie Cattanach at +1 800.369.6337 or jcattanach@foodprotection.org

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.