Survival of 
Escherichia coli O157, 
Salmonella, and 
Listeria monocytogenes 
in Ethanol and Juice Mixtures at 
Ambient Temperature
ADVERTISING RATES

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%

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.

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

IAFP NEWSLETTER

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)

<table>
<thead>
<tr>
<th>Non-Static</th>
<th>$1,500/month (Rotational Banner)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(3-month minimum)</td>
</tr>
</tbody>
</table>

- More than 30% Open Rate.

MECHANICAL REQUIREMENTS

562 w x 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)
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
Static $400/month
Non-Static $600/month
(Rotational Banner)

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

MECHANICAL REQUIREMENTS
300 w × 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

For more information, go to foodprotection.org