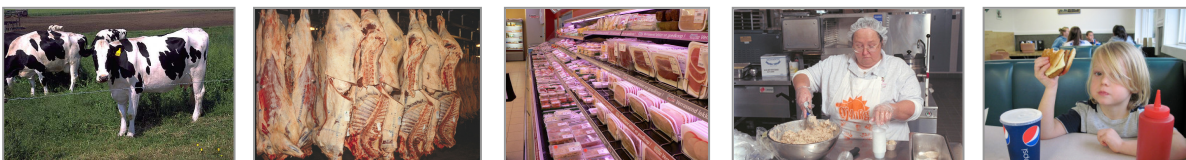


Media Kit 2012



Established in 2002 - the International Food Safety & Quality Network is a unique online resource connecting food industry stakeholders with each other





2011 Statistics Highlights*

14,000 members • 50,000 forum posts • 25,000 unique visitors per/month
125,000 page views per/month • 13,000 'opt in' newsletter subscribers
Top 5 countries - USA, UK, India, Canada, Australia

**Source: 2011 Google Analytics Report*

ADVERTISING RATES 2012

<p>Sponsorship</p>	<p>\$3,469.00 USD/year \$449.00 USD/month)</p>
<p>We prefer to work closely with a small number of clients on longer term campaigns to develop co-branding and maximize ROI. The Sponsorship package includes the following resources:</p>	
<p>Banner - 190 x 140px Position: All website pages, Forum index</p> <p>URL: Location to which you want to direct visitors Maximum Size: 190 x 140 Pixels Maximum file size: 15KB File Format: GIF, JPG, FLASH Alt-Text Tag Line: 45 characters maximum, including spaces Animation: No restrictions Max Banner Swaps: 12</p>	
<p>Banner - 728 x 90px Position: Forum view, Topic view</p> <p>URL: Location to which you want to direct visitors Maximum Size: 728 x 90 Pixels Maximum file size: 50KB File Format: GIF or JPG Alt-Text Tag Line: 45 characters maximum, including spaces Animation: No restrictions Max Banner Swaps: 12</p>	
<p>Corporate Branding on Newsletters</p> <p>Weekly Circulation 13,000+ subscribers Web banner Hyperlinked to banner campaign landing page RSS Feed to IFSQN Social Media Channels (Twitter, LinkedIn)</p>	
<p>Buyer's Guide Featured Supplier Standard listing in supplier's directory plus highlighted entry.</p>	
<p>Priority Press Support Unlimited, guaranteed and priority press release, case study, white paper, webinar and event promotion across the site and within newsletters.</p>	
<p>Metrics Monthly email summary of banner performance (impressions and click throughs) delivered to campaign manager</p>	

<p>One-off Dedicated Email Blast</p>	<p>\$799.00 each</p>
<p>Single (full html) email blast distributed to our full newsletter database – currently 13,000+ opt in subscribers.</p>	

**Showcase Your Expertise, Products and Services
to Thousands of Qualified Buyers Interested in
Standards, Certifications, Food Safety, Quality & Productivity
Enabling Products and Services Worldwide**

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www.ifsqn.com

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