



THE IDFA CONNECT MEDIA KIT

MAKING A DIFFERENCE FOR DAIRY



\$125 BILLION a year industry;
nearly **525** member companies



The U.S. dairy industry exported
\$4.8 BILLION
in 2016.



IDFA represents 85% of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the U.S.



IDFA represents the nation's dairy manufacturing and marketing industries and their suppliers.



THE IDFA CONNECT MEDIA KIT

REACH 15,000 DAIRY PROFESSIONALS EACH WEEK.

A LEADERBOARD \$5,000

This premier position provides your company with top exposure and quality traffic.

728p x 90p

B LOWER LEADERBOARD \$4,500

580p x 70p

C TRADITIONAL TOP BANNER \$4,000

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

468p x 60p

D SPONSORED CONTENT \$3,500

5 unique headlines, logo with max width of 150p

E BOX AD \$2,750

300p x 250p

F PRODUCT SHOWCASE \$3,500

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

300p x 125p

G TRADITIONAL LOWER BANNER \$2,000

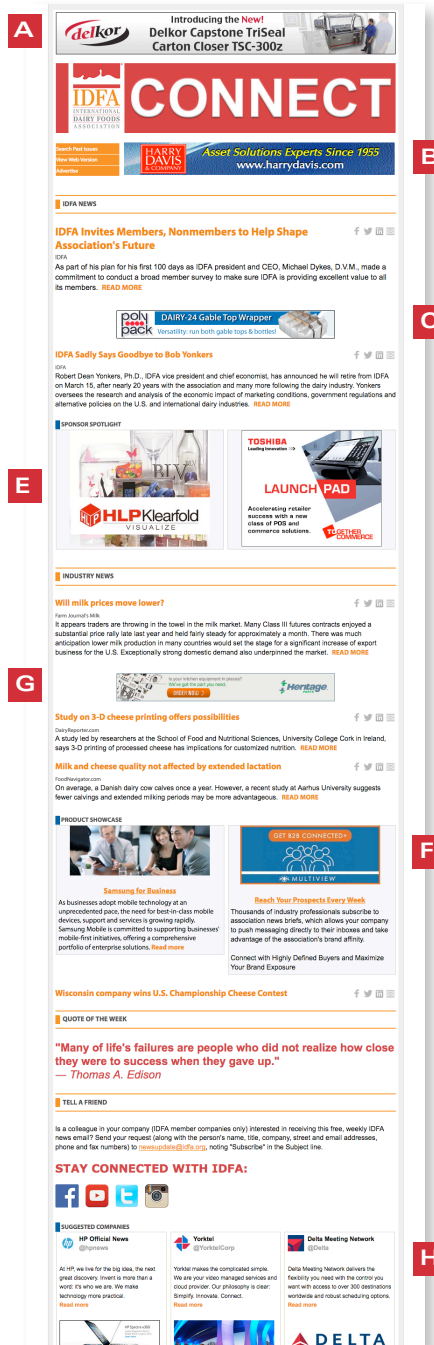
468p x 60p

H SOCIAL TEXT AD \$2,000

Leverage the power of words with a 15-word text ad with a 4-word sub-headline below the image to drive traffic to your website.

35p x 35p: Social Media Image

215p x 85p: Main Image



CONTACT US

Sales Inquiries

972.402.7070

salesinquiries@multiview.com

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Acceptable file formats are JPEG & GIF. Ad cannot exceed 40k in size.

Prices are for participation in 13 emails to 15,000 dairy food professionals (one 90-day cycle.)