



IFMA INSIGHTS & IMPLICATIONS MEDIA KIT

OTHER NEWS SOURCES
REACH PEOPLE WHO ARE

GOING
PLACES

OUR READERS ARE ALREADY

THERE

IFMA INSIGHTS & IMPLICATIONS, POWERED BY MULTIBRIEFS,
PROVIDES NEWS AND INFORMATION TO LEADERS IN THE
FOODSERVICE MANUFACTURING INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of leaders responsible for manufacturing, processing and marketing of food, supplies or equipment for the foodservice industry, IFMA Insights & Implications keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

IFMA INSIGHTS & IMPLICATIONS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS

TOP TEN REASONS TO ADVERTISE IN **IFMA INSIGHTS & IMPLICATIONS:**

1 CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in IFMA Insights & Implications solidifies your place among information provided to IFMA members.

2 TARGETED DISTRIBUTION

Advertising in IFMA Insights & Implications allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3 OPT-IN SUBSCRIBER LIST

Subscribers to IFMA Insights & Implications have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4 RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.

5 FREQUENCY

Frequency builds awareness. As a biweekly publication, IFMA Insights & Implications ensures your ad will be seen by our 3,000 subscribers.

6 AFFORDABLE

Advertising in IFMA Insights & Implications is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of IFMA Insights & Implications has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9 EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in IFMA Insights & Implications.

10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

GREAT OPTIONS

MAKE IMPORTANT CHOICES EASY

IFMA INSIGHTS & IMPLICATIONS GIVES VARIETY AND FLEXIBILITY
IN ADVERTISING OPTIONS THAT ARE HARD TO FIND ANYWHERE ELSE.

IFMA Insights & Implications - Edition 10 - 2008

From: IFMA Multifood@ifma.com
Reply-To: IFMA Multifood@ifma.com
Date: Friday, November 14, 2008 11:41 AM
To: IFMA Insights & Implications
Subject: IFMA Insights & Implications - Edition 10 - 2008

Blend 'em FRESH with 'REAL'

IFMA International Food Manufacturers Association

Insights & Implications

Nov 1, 2008

IFMA Online | Home | Job Programs & Events | Training Resources | Publications | GDC

Industry Headlines

IFMA International Food Safety Modernization Act
 The U.S. House of Representatives passed the Food Safety Modernization Act (FSMA) on October 16, 2008. The bill is expected to be signed into law by President Obama in the next few weeks. The bill is a landmark piece of legislation that will significantly increase the federal government's authority to prevent food safety problems before they occur. The bill is expected to be signed into law by President Obama in the next few weeks. The bill is a landmark piece of legislation that will significantly increase the federal government's authority to prevent food safety problems before they occur.

Rep. DeLauro Introduces Food Safety Modernization Act
 Rep. Charles W. DeLauro (D-CT), chair of the House Agriculture Appropriations Subcommittee, introduced the Food Safety Modernization Act (FSMA) on October 16, 2008. The bill is expected to be signed into law by President Obama in the next few weeks. The bill is a landmark piece of legislation that will significantly increase the federal government's authority to prevent food safety problems before they occur.

Burgers Returning As Seafood Chains Seek Protection
 The U.S. Seafood Caucus is the House's largest caucus of seafood industry members. The caucus is focused on promoting the interests of the seafood industry and ensuring that the industry is treated fairly. The caucus is focused on promoting the interests of the seafood industry and ensuring that the industry is treated fairly.

Consumers A 'Natural' For Organic Shoppers
 Consumers continue to be an important part of the organic food market. The organic food market is growing rapidly, and consumers are becoming more interested in organic products. The organic food market is growing rapidly, and consumers are becoming more interested in organic products.

Event uses state-of-the-art RF systems connecting computer terminals to robust material handling equipment for time management control.
 The event was held at the IFMA headquarters in Washington, D.C. The event was held at the IFMA headquarters in Washington, D.C.

Shrimp & Oats Falling On
 Shrimp and oats are two of the most popular ingredients in the food industry. Shrimp is a popular protein source, and oats are a popular grain. Shrimp and oats are two of the most popular ingredients in the food industry.

Supermarkets Gobbling Up Consumers' Quick-Service Dollar
 Supermarkets are gobbling up the quick-service dollar. Supermarkets are offering a wide variety of quick-service options, and consumers are responding positively. Supermarkets are gobbling up the quick-service dollar.

Chain Not Down For Celiac Count
 The food industry is not down for the celiac count. The food industry is offering a wide variety of gluten-free options, and consumers are responding positively. The food industry is not down for the celiac count.

Sapito SOLID FOUNDATIONS. A COMMITMENT TO EXCELLENCE. AND EDUCATION IS GROWTH.

Consumers Seeking Tighter Nitches in Spending Belts
 Consumers are seeking tighter niches in their spending belts. Consumers are looking for products that offer unique benefits and experiences. Consumers are seeking tighter niches in their spending belts.

GAO Report Flags FDA For Fresh Produce Program
 The GAO report flags the FDA for its fresh produce program. The GAO report identifies several areas where the FDA's program is not meeting its goals. The GAO report flags the FDA for its fresh produce program.

First in cold
 Grower or processor, pallet to plate, consumers want VersaM/Asia to get their food products to market on time, in optimal condition, at a fair price. More

ADVERTISING OPTIONS

A LEADERBOARD

Purchasing the Leaderboard position in IFMA Insights & Implications provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px-by-90 px.
File formats: JPEG, animated GIF
Maximum file size: 120k

B SKYSCRAPER

Skyscraper ads in IFMA Insights & Implications are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px-by-600 px. Half: 120 px-by-300 px.
File formats: JPEG, animated GIF
Maximum file size: 150k Half: 75k

B1 HALF-SKYSCRAPER

C TOP TRADITIONAL BANNER

C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of IFMA Insights & Implications.

Dimensions: 468 px-by-60 px.
File formats: JPEG, animated GIF
Maximum file size: 50k

D PRODUCT SHOWCASE

The food manufacturing industry is one of constant evolution and change. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px-by-125 px.
File format: JPEG
Maximum file size: 20k

E CALLOUT TEXT ADS

Integrated into the look and feel of IFMA Insights & Implications, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

F TRADITIONAL TEXT ADS

Leverage the power of words by purchasing a traditional text ad to drive traffic to your Web site. Text ads should be no more than 15 words with a short, five-word headline.

AD RATES

ALL PRICES REFLECT A 7 ISSUE PUBLICATION CYCLE

| | | | |
|---------------------------|--------|---------------------|--------|
| Leaderboard | \$3500 | Product Showcase | \$2950 |
| Top Traditional Banner | \$2750 | Skyscraper | \$3000 |
| Bottom Traditional Banner | \$2750 | Half Skyscraper | \$2500 |
| Callout Text Ads | \$2000 | Traditional Text Ad | \$1500 |

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to graphics@multibriefs.com.

CONTACT US

MULTIBriefs

COLBY HORTON DIRECTOR OF MEDIA AND CONTENT

469-420-2601 : chorton@multibriefs.com

BEN MAITLAND DIRECTOR OF ADVERTISING SALES

972-402-7025 : bmaitland@multibriefs.com

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