



DIGITAL / PRINT ADVERTISING INSERTION ORDER

COMPANY NAME DATE ISSUE/REVISED

PRIMARY CONTACT RELATIONS REP

PRIMARY PHONE PRIMARY EMAIL

BILLING ADDRESS BILLING CITY / STATE

BILLING ZIP CODE COUNTRY

AGENCY CONTACT (IF AVAILABLE) AGENCY EMAIL

P.O. # AGENCY PHONE

SPECIAL BILLING INSTRUCTIONS

P.O. # (IF AVAILABLE)

Material Specifications & Submission Instructions

PRINT & DIGITAL AD DETAILS



Specialty Food magazine & Fancy Food Show Guide

Upload materials to: specialtyfood.sendmyad.com



All Other Media Products

Send materials to mediaorders@specialtyfood.com.

Use the following naming conventions within the subject line of email:

- For Digital Banner Ad placements:
ADVERTISER NAME, MEDIA PROGRAM/PRODUCT, GO LIVE DATE
- For Sponsored Emails:
ADVERTISER NAME, MEDIA PROGRAM/PRODUCT, GO LIVE DATE



Deadlines: Material deadlines are due as follows:

- Specialty Food magazine & Fancy Food Show Guide:
to be communicated directly via email
- Website & App placements: Five (5) business days prior to campaign start date
- E-Newsletter placements: Five (5) business days prior to campaign start date
- Sponsored emails: Five (5) business days prior to campaign start date

Late materials may not be posted on time.



Acceptable file formats are as follows:

- Digital ad placements: JPG (static creative only for all banner sizes)
- eNewsletter placements: JPG (static creative only for all banner sizes)
- Specialty Food magazine & Fancy Food Show Guide: PDF files are required (specifically PDF/X-1a type)

****The Click URL must be received separately from the files.**

Please DO NOT embed the Click URL into the code.



Ad Specs can be found at the links below:

- [Digital Ad Specs](#)
- [Specialty Food Magazine Print/Digital Ad Specs](#)
- [What's New What's Hot In Specialty Food Ad Specs](#)
- [Fancy Food Show Guide Ad Specs](#)



Sponsored Emails:

Promoted Product Showcase:

- **Headline:** Company and Product name (will appear in bold beside image)
- **Image:** JPEG file, Width 150 pixels x Height is variable (square or vertical orientation is best)
- **Text:** 50-word description maximum
- **Link:** To where the "More Info" button will redirect, Product Marketplace for Members and company website for Non-Members
- Headline, Descriptive Text, and Link should be provided in a Word Document, Image provided as a separate JPEG

Resource Spotlight Email:

Please request specific specs from your Member Development Manager or by emailing mediaorders@specialtyfood.com

[ADVERTISING TERMS & CONDITIONS & PAYMENT TERMS](#)

Web Advertising on Specialtyfood.com

CAMPAIGN RUN DATES	PROGRAM / PRODUCT	POSITION	AD SIZE	NET RATE MEMBER / NON-MEMBER
	specialtyfood.com	ALL-Site-Wide Rotate	160x600, 300x250, 728x90, 300x50px	\$
	specialtyfood.com	ALL-Site-Wide Rotate	160x600, 300x250, 728x90, 300x50px	\$
Web Advertising Total = # of Quarters x Net Rate:				\$

Materials Due a minimum of 5 business days prior to run date.

Other Advertising - Specialty Food Magazine Display Ads, WNNH Ads, Fancy Food Show Guide Ad, Fancy Food Show Mobile App, SFA Feed, Product Marketplace, etc.

CAMPAIGN RUN DATES - ISSUE, FANCY FOOD SHOW	PROGRAM / PRODUCT	POSITION	AD SIZE	NET RATE MEMBER / NON-MEMBER
				\$
				\$
				\$
Advertising Total:				\$

Materials deadline dependent on program, to be communicated separately.

Sponsored Emails, Promoted Product, Resource Spotlight

CAMPAIGN RUN DATES	EMAIL PROGRAM		EMAIL TYPE	NET RATE MEMBER / NON-MEMBER
				\$
				\$
				\$
Rich Media & Custom Advertising Total:				\$
Total Campaign Investment:				\$

Materials Due a minimum of 5 business days prior to run date.

AUTHORIZED SIGNATURE

DATE

This form must be signed by an authorized representative of the advertiser or agency to be processed.
Signature indicates advertiser acceptance in compliance with the [Specialty Food Association's Terms and Conditions](#).

