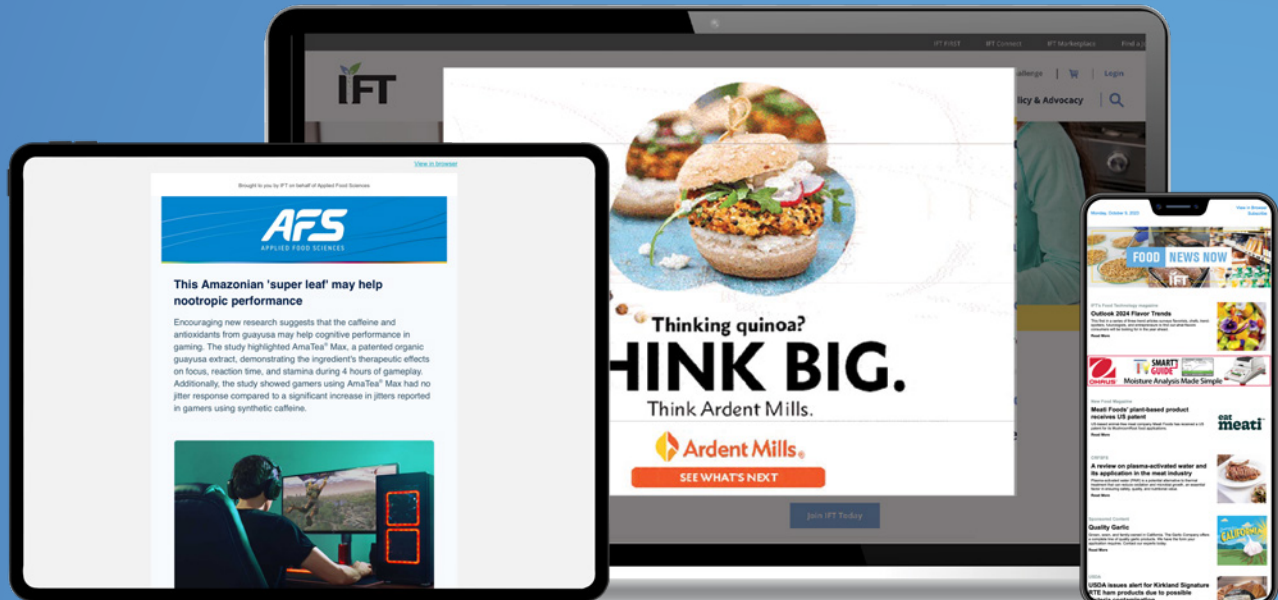




# Creative Specifications

## *for digital*



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# Digital Advertising

## Newsletters

### Food News Now

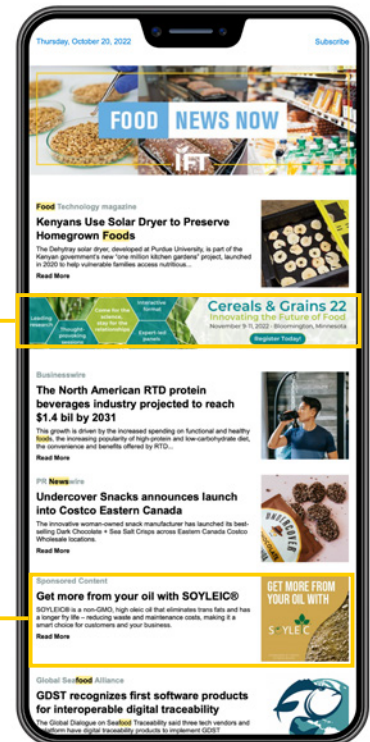
### Category News Now (Bakery, Dairy, Snack, Plant-Based)

Materials due 2 weeks prior to run date; submit to [Monica Shey](#)

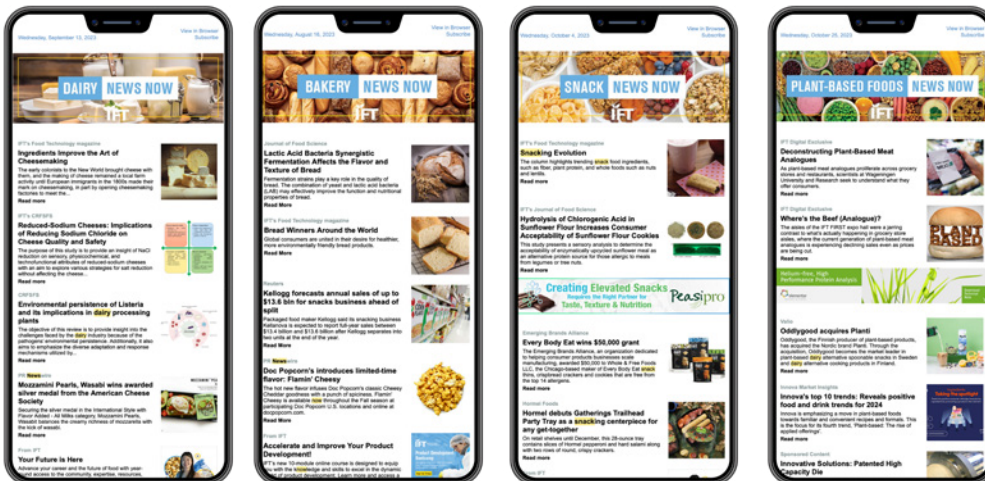
- **Position: Sponsored Content**
  - Headline: Max 50 Characters (with spaces)
  - Body Copy: Max 200 Characters (with spaces)
  - Image: 300x300 (max size-150 KB)
  - Graphic ad hyperlinks to preferred URL.
- **Position: Horizontal Rectangle**
  - Dimension – 600 x 100
  - Max File Size – 150 KB
  - File Formats Accepted – Non-animated GIF or JPEG
  - Graphic ad hyperlinks to preferred URL.

Horizontal Rectangle

Sponsored Content



Newsletter



## Food Technology New Issue Alert

Materials due 2 weeks prior to run date; submit to [Monica Shey](#)

- **Position: Leaderboard Rectangle**
  - Dimension – 600 x 100
  - Max File Size – 150 KB
  - File Formats Accepted – Non-animated GIF or JPEG
  - Graphic ad hyperlinks to preferred URL.

## Special Report Exclusive

Materials due 4 weeks prior to run date; submit to [Monica Shey](#)

- **Position: Leaderboard Rectangle**
  - Dimension – 600 x 100
  - Max File Size – 150 KB
  - File Formats Accepted – Non-animated GIF or JPEG
  - Graphic ad hyperlinks to preferred URL.
- **Placement: Featured Link/White Paper**
  - Dimensions – Logo (max 200 pixels wide) or alternative image (150w x 100 h) AND up to 60-character headline plus 200 characters text
  - Max File Size – Image file size max of 150 KB
  - File Format – Non-animated GIF or JPEG plus text
- **Placement: Bottom Logo**
  - Dimensions – Max 250 pixels wide
  - Max File Size – 150 KB
  - File Format – Non-animated GIF or JPEG

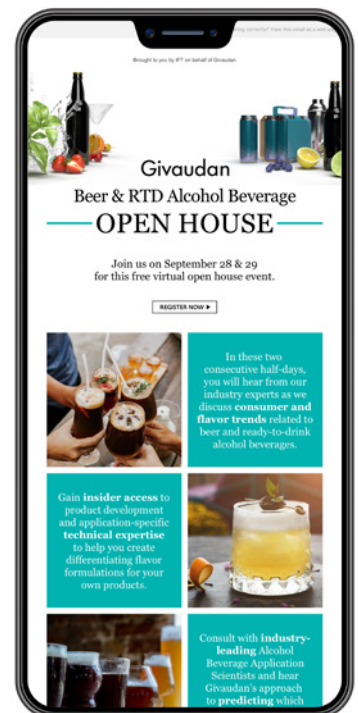


Special Report

## Custom Eblast

Materials due 2 weeks prior to send date; submit to [Monica Shey](#)

- Html doc for the email
- Subject line for the email
- [Randy Boyd](#) will send you a test email for final approval prior to the send date.
- All images in the email must be hosted on your server. IFT will not host any images or documents on our server (the simpler the code, the more likely it will translate correctly to different email clients)
- Style tags are not supported by most email clients. Please use inline styles instead.
- The only size limitation is the width, please keep the email to a max of 600 pixels wide.
- Please provide target job titles for emails.



Custom Eblast

## Mobile Interstitial

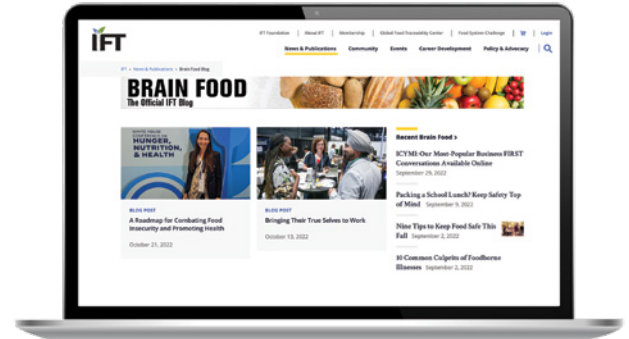
Materials due 2 weeks prior to 1st of launch month; submit to [Monica Shey](#)

- Dimensions 320 X 480
- File Formats Accepted – Non-animated GIF or JPEG
- Max File Size 150 KB
- Graphic ad hyperlinks to preferred URL.



Materials due 2 weeks prior to 1st of launch month; submit to [Monica Shey](#)

- Position: Billboard
  - Dimensions (w x h in pixels) 970 x 250
  - Max File Size – 150 KB
  - File Formats Accepted - GIF, animated GIF (from single to infinitely looping), JPEG.
  - Graphic ad hyperlinks to preferred URL.
- Position: Large Rectangle
  - Dimensions – (w x h in pixels) 336 x 280
  - Max File Size – 150 KB
  - File Formats Accepted - GIF, animated GIF (from single to infinitely looping), JPEG.
  - Graphic ad hyperlinks to preferred URL.



Brain Food Blog Interstitial

## Interstitial - News & Publications

Materials due 2 weeks prior to launch; submit to [Monica Shey](#)

- Dimensions (w x h in pixels) 640 x 480
- Max File Size – 150 KB
- Alt Text – Cannot exceed 60 characters.
- File Format Accepted - JPEG, GIF, animated GIF (single to infinitely looping)
- Graphic ad hyperlinks to preferred URL.



Interstitial News & Publication

## Retargeting

Materials due 2 weeks prior to 1st of launch month; submit to [Monica Shey](#)

- Sponsor receives access to link for tracking the campaign metrics.
- (4) versions of digital ad creative required (in pixels, width x height):
  - 300 x 250
  - 728 x 90
  - 160 x 600
  - 180 x 150
- .jpeg or .gif static image only, no flash
- Recommended <30 MB per file; maximum 200MB per file
- URLs are needed for the ads, by individual ads or 1 URL for all of them, no tracking pixels are allowed.

## Native Advertising

Materials due 2 weeks prior to launch date; submit to [Monica Shey](#)

- Advertiser Name
- Advertiser's URL: link to their organization or business
- Ad Image (min): 1200 x 627px (larger rectangle); 128 x 128px (square rectangle). Request higher quality, optimized images (300 dpi).
- Advertiser's logo – optional: will appear to the right of the ad's text as a square. 300x300 and 128x128 are needed, must be 300 dpi.
- Ad Button URL: Link needed for the Ad.
- Ad Button Text: Short text (i.e., Read more, Visit now, etc.).
- Ad Description/caption:
  - Provide description text – 90 characters max.
  - Short Headline – 30 characters max
  - Long Headline - 60 characters max



Native Advertising

## Sponsored Blog Post

TOPIC & DESIGNATED CONTACT DUE: 2 weeks after contract signed

Materials due 8 weeks prior to launch date; submit to [Monica Shey](#)

- Due 2 weeks after contract signed:
  - Topic of blog post
  - Designated contact to be interviewed
- Focus should be on providing solutions/thought leadership for a topic of interest to the science of food community and cannot be a commercial.
- ***It is critical to meet the blog post due dates as other placements are scheduled and cannot be moved.***
- Editor will write the blog based on your input and confirm the due dates for the following:
  - URL for blog post link.
  - Digital photo, logo, and/or other graphic to illustrate the article, and must confirm copyright/publication rights to the image or other graphic.
  - Image/graphic should be web-ready, 1200 w x 667 h submitted as a jpeg or png.
- You will be offered final review prior to publishing.
- Two Sponsored Content placements in IFT's Food News Now E-Newsletter are included:
  - **Materials due 2 weeks prior to 1st of launch month;** submit to [Monica Shey](#)
    - Headline: Max 50 Characters (with spaces)
    - Body Copy: Max 200 Characters (with spaces)
    - Image: 300x300 (max size-150 KB)
    - Headline and "Read More" links to the sponsored blog post on IFT.org.

# E-Learning

## Omnivore Podcast

**Materials due 5 weeks prior to 1st of run month;** submit MS Word file to [Monica Shey](#)

- Guidelines for the 30-SECOND AD SCRIPT, more details can be found here:
  - Sponsor will create and submit a doubled-spaced copy of the 30-second ad script in an MS Word document
  - In general, scripts between 60 - 85 words can be read at a moderate pace and meet the 30-second limit.
  - Note: A host typically can read 12 words in 5 seconds, so 72 words is a common sweet spot for a 30-second digital ad readout.
  - It is highly recommended that Sponsors practice reading scripts before submitting them to IFT's Food Technology podcast team to ensure that the ad readout can be completed in 30 seconds.

## Webcast

**TOPIC & DESIGNATED CONTACT DUE:** 2 weeks after contract signed

**Materials due 8 weeks prior to launch date;** submit to [Monica Shey](#)

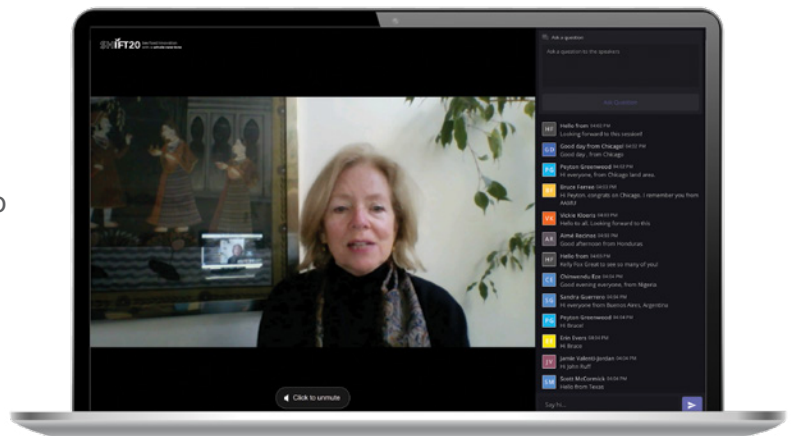
- Supplier will provide Presenter(s) to speak on specific new products and technologies in the food industry for Supplier's product ("the Presentation")
- Supplier and Presenter(s) will participate in one mandatory 30-minute Practice Session held 3-5 business days before the Live Event date
- Supplier will provide the following information 6-8 weeks prior to the scheduled event for product set-up, registration set-up and marketing purposes:
  - Signed Sponsorship Agreement and Sponsorship Payment
  - Date, Time and Time zone for Live Event
  - Date, Time and Time zone for Practice Session.
  - Webcast Title
  - Webcast Description (300 words maximum), including learning objectives and intended audience
  - Company/Product Logo image
  - Link to Company/Product Website
  - Presenter(s) name, job title, company, email address, professional bio and photo
  - Signed Presenter Agreement(s)
- Recommended that Supplier provides presentation slides as a PowerPoint presentation before the live event.
- Supplier may provide the final presentation slides as a PowerPoint presentation and a PDF document following the event so it can be added to the LMS.
- Supplier agrees to give the Institute of Food Technologists permission to edit the session title, description, and/or presenter bios for marketing purposes.
- Supplier agrees to give the Institute of Food Technologists permission to audio record, videotape, and distribute the webcast by IFT or its' contracted vendor partners for up to one (1) year from the date of recording unless requested otherwise by Supplier.

## Fireside Chat

**TOPIC & DESIGNATED CONTACT DUE:** 2 weeks after contract signed

**Materials due 8 weeks prior to launch date;** submit to [Monica Shey](#)

- Supplier and Presenter(s) will participate in one mandatory Practice Session 3-5 business days before the Live Event date
- Supplier will provide the information detailed in this Fireside Chat Timeline to allow for event set-up, registration launch, and marketing purposes:
- Timeline
  - ASAP
    - Fireside Chat Title
    - Date, Time and Time zone for Live Event
    - Date, Time and Time zone for Practice Session (3-10 days out)
    - Description (300 words maximum), including intended audience
    - Presenter(s) name, title, company, email address, professional bio and photo
    - Signed Presenter Agreement(s)
    - Company/Product high-res logo
    - URL link to Company/Product Website
    - Product built and registration ready
  - 1 week out
    - Practice session
  - 5 days out
    - Send reminder emails to all registrants
- Exact dates may be subject to change. This may be adjusted to accommodate Supplier requests to expedite event date but shortened timelines between receipt of signed Sponsorship Agreement and Live Event date may preclude deliverables with longer scheduling windows, including all-member emails and print ads.
- Supplier agrees to give IFT permission to edit the session title, description, and/or presenter bios for marketing purposes
- Supplier agrees to give the IFT permission to audio record, videotape, and distribute by IFT or contracted vendor partners for up to one (1) year from the date of recording unless requested otherwise by Supplier



*Fireside Chat*

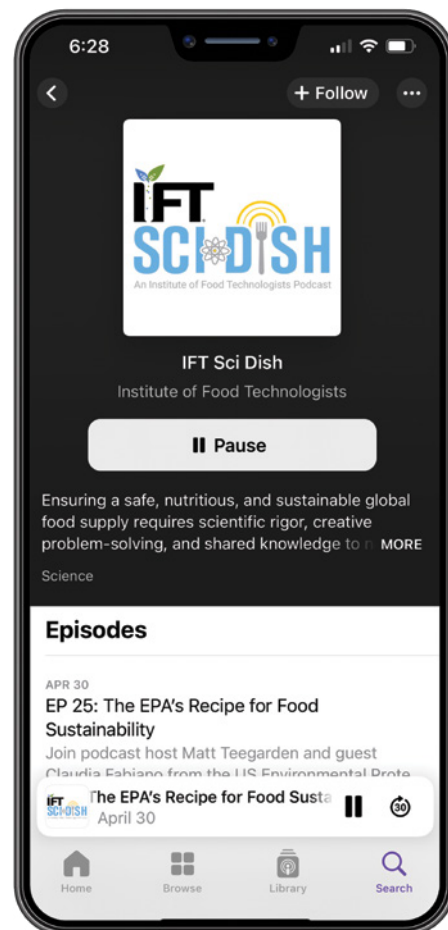


## Sci-Dish Podcast

**TOPIC & DESIGNATED CONTACT DUE:** 2 weeks after contract signed

**Materials due 8 weeks prior to launch date;** submit to [Monica Shey](#)

- Supplier should create a list of discussion points or potential questions, which will be reviewed with host during practice session approximately 1-week before the podcast recording
- Suppliers are responsible for providing their own headphones and microphones to record and are also responsible for silencing all computer/phone applications in their surroundings as they cannot be edited out
- Supplier will provide the information detailed in the Podcast Timeline to allow for marketing purposes
- Supplier agrees to give the Institute of Food Technologists permission to edit the session title, description, and/or presenter bios for marketing purposes
- Supplier agrees to give the Institute of Food Technologists permission to audio record, videotape, and distribute by IFT or contracted vendor partners for up to one (1) year from the date of recording unless requested otherwise by Supplier
- Timeline - Provide the following information to IFT
  - 6 weeks out
    - Podcast Title
    - Date, Time, and Time zone for recording
    - Date, Time, and Time zone for Practice Session (3-10 days out)
    - Description (300 words maximum), including intended audience
    - Presenter(s) name, job title, company, email address, professional bio, and photo
    - High resolution logos for promo, one 754x337 px for podcast page
    - URL link to Company/Product Website
  - 2 weeks out
    - Talking/Discussion points provided to IFT
  - 1 week out
    - Practice session
  - Recording Date
    - Record podcast
    - Podcast edited and put on host site (~2 weeks)
- Exact dates may be subject to change. Podcast timeline may be adjusted to accommodate Supplier requests to expedite event date, but shortened timelines between receipt of signed Sponsorship Agreement and Live Event date may preclude deliverables with longer scheduling windows, including all-member emails and print ad.



Sci-Dish Podcast