

ft Food
Technology™

Creative Specifications

for print

Print Display File Submission Guidelines

Sponsored Content
Two-Page Feature Package

Sponsored Content
Half Page Article

White Paper Promotion Package

Bellyband

Cover Tip

IFT FIRST Exhibitor Spotlight
in the June or July issue
of Food Technology



Print Display File Submission Guidelines

Materials due 3 weeks prior to 1st of issue month

- **If ad material is a pickup, please advise, do not upload again.**
- All material must be **CMYK**.
- To place **NEW** material, please log onto <https://ift.sendmyad.com>. This is a free service. Register and set up your account.
 - Click on “Print Magazine Ad”
 - Fill in Advertiser name, ad size, color, proof Type and Issue. Place any comments in “Additional Instructions”
 - “Choose Files”
- Should you require any coaching, SendMyAd has easy-to-use tutorials for creating, saving, and uploading ads, as well as customer service support for ad portal-related problems. This is a free service to all IFT advertisers.
- **IF WARNINGS OF** “An object with device was found, this is not recommended.” or “An object was found to have transparency. This is not recommended.” PLEASE IGNORE THESE WARNINGS.
- If you need to re-upload your ad for any reason, please click on “ACTIONS” at the bottom of the screen and choose the “Revise Ad” button and choose to “Replace this File” when you submit the replacement ad file. Your new ad will be uploaded and the previously uploaded ad will be deleted from the site. This will help prevent any unwanted or incorrect ad files from remaining stored in the system.

Advertising Material Requirements

Please submit PDF/X-1a files for all print ad materials.

Instructions for saving a PDF/X-1a from Adobe InDesign, Illustrator, Photoshop and QuarkXPress:

- **Adobe InDesign:** File — Export, select type “Adobe PDF (Print)” — Name your PDF — Save and select “Adobe PDF Preset” PDF/X-1a:2001
- **Adobe Illustrator:** File — Save As — Choose PDF — Save and select “Adobe PDF Preset” PDF/X-1a:2001
- **Adobe Photoshop:** File — Save As — Choose PDF — Options “PDF/X-1a:2001”
- **QuarkXPress:** File — Export “Layout as PDF” Name your PDF — Select “PDF Style: PDF/X-1a:2001”

Before saving the high-res PDF/X-1a distilled file, please ensure that you:

- Check image resolution of all photos used in your ad: 300 DPI minimum should be used for all images.
- Flatten all layers and transparencies in the source file.
- Embed fonts or convert type to outlines in Illustrator or Photoshop (*fonts that do not allow embedding must be converted to outlines*).
- Select CMYK mode or Grayscale.
 - Do not use RGB, LAB, or embedded color profiles (i.e., ICC profiles).
 - All spot colors MUST be converted to CMYK. Any files sent in RGB (or with spot colors) must be resubmitted for production. Production cannot convert these files.
- Do not include OPI in the file.
- Do not nest .EPS files within other .EPS files.
- For bleed ads, verify that adequate bleed is saved in the PDF before uploading pdf file. *Food Technology* requires a minimum of .125" bleed. In InDesign, in the "Export Adobe PDF" panel, enter the "Marks and Bleeds" subpanel, and in the Marks section select the "All Printer Marks" checkbox; change Offset to 0.25"; in the Bleed and Slug section, leave the "Use Document Bleed Settings" checkbox unchecked and manually revise Bleed to 0.125" for Top, Bottom, Inside, and Outside boxes; then export to PDF/X-1a:2001 (modified).
- For non-bleed full page and fractional ads, do not include crop marks, set up ad document to the exact measurements of the ad. All advertisers that supply files without a press-quality contract proof acknowledge acceptance of a soft-proofing (paperless) production process. Advertisers may elect to mail a contract proof. IFT is not responsible for variances between the digital file and the final reproduction if a proof is not supplied. If you do not provide a press quality contract proof, you waive the right to question color reproduction. There will be no make-goods for color accuracy.

Please refer to pages 4-14 of this pdf for pages at actual size, including bleed, trim, and safety area.

File Submission Guidelines

Please use the IFT ad portal, IFT.SendMyAd.com. The ad portal is a convenient way for all advertisers to submit ad materials, get confirmation, and perform flight checking of your ads. It's fast and easy, and a free service to our advertisers. Please do not email your ad materials unless specifically requested.

- Log onto IFT.SendMyAd.com
- Register and set up your account, and you'll be ready in less than 5 minutes to upload your ads. SendMyAd provides customer service support for your account.

- Food Technology magazine is organized on the portal by year and issue. Be sure to choose the correct issue before uploading your ad. You can also upload your ad for the IFT Annual Meeting Program and Exhibit Directory.
- If you need to revise your current ad, please select the “Actions” button on the bottom right of the SendMyAd screen and select “Re-Upload Ad” from the Advertiser Actions.
- Should you require any coaching, SendMyAd has easy-to-use tutorials for creating, saving, and uploading ads, as well as customer service support for ad portal-related problems. This is a free service to all IFT advertisers.

Insert Specifications – Customer Furnished

- **Quantity:** 20,000* (*quantity to be confirmed by your Strategic Account Manager upon receipt of insertion order).
- **Maximum Stock Weight:** 100 lb. text on 25” x 38” basis preferred. Must be suitable for offset back-up. Perforations are allowed, but no embossing or foil-stamping. Please contact your Strategic Account Manager for pricing on heavier stocks.
- **Binding:** Perfect bind, jog to the head.
- **Live Matter:** Keep at least .25” from the final binding/trim size edges.
- **Two-Page Insert:** Must be furnished untrimmed and shipped flat. Minimum size to be 8.375” x 11.125”, maximum size to be 8.5” x 11.8125”. In binding, .125” is automatically cut from the top and gutter; all excess incurs additional cost (see above). Minimum paper weight 70 lb. text.
- **4-Page (spread) Insert:** Should be furnished folded 8.375” x 11.125”. This allows for .125” bleed at head, face and foot for trim, and .125” for grind off at the gutter. Do not furnish spread inserts unfolded/flat. For all 4-page inserts, allowances must be made for images and type that cross the gutter grind-off of .125” on each gutter edge of pages 2 and 3 (inside spread of the insert).
- **All type or critical live matter** should be .25” inside the final magazine trim specs (distance is .375” on each page from the gutter fold of the insert).
- **Multiple-Page, Special sizes, IFT supplied Cover Tip-ons, and Gatefold Inserts:** Available on request; Please contact your Strategic Account Manager for information.
- **IFT supplied Cover Tip-ons:** High-res print-optimized PDF must be submitted by space close date for selected issue. please contact your Strategic Account Manager for information.
Dimensions for Cover Tip-Ons:

3.5” x 5”	5” x 5”
5” x 7”	6” x 6”
- **Business Reply Cards (BRC):** Preprinted supplied BRCs billed at 2/3-page black and white rate, and count in determining frequency rates. Publisher-printed BRCs quoted on request. The BRC is 2-sided, 4C, and is scheduled for full press run only. Please contact your Strategic Account Manager for information.
- **Magazine Bellyband:** Please contact your Strategic Account Manager for information.

Inserts Shipping:

Please enclose a packing slip and reference Food Technology Magazine, month insert is to go into, quantity shipped, stock code (To come from your Strategic Account Manager), and PO#. Bill of lading must identify each different insert in the shipment if more than one insert is shipped in a group, and must include quantities of each insert and issue dates of magazine to be bound in. Packages on pallets should also be so identified.

SHIP TO:

Walsworth Print Group
2024 Hawthorne Ave.
St. Joseph, MI 49085
Attn: Patti Robbins - 269-428-1033, cell 269-876-4044
Dock hours M-F, 9am-4pm EST

We send samples of your inserts to our magazine printer for review to ensure that there will be no machineability problems. These sample inserts need to be to size and on the exact paper and weight you will be printing your inserts on. If the insert is to be printed with a special coating or printing technique, we would prefer that these samples be actual printed samples. These samples are due at the address below at least three weeks before the published space close date. We may require additional time for more complicated inserts.

Send 5 copies of insert to the address below:

Food Technology Magazine
Institute of Food Technologists
Attn: *Brian MacKenzie*
Director of Publications Production
525 W. Van Buren Street
Suite 1000
Chicago, IL 60607-3830
1.312.604.0259

Sponsored Content – Two-Page Feature Package

Topic & Two Designated Contacts due 2 weeks after contract signed

Materials due 12 weeks prior to 1st of issue month, submit to [Monica Shey](#)

- Due 2 weeks after contract signed:
 - Topic of feature
 - Two primary points of contact, one from the marketing team and the technical expert to be interviewed
- Suppliers provide two digital photos, logos, and/or other graphics to illustrate the article, minimum 300 dpi resolution, and must confirm copyright/publication rights to the image or other graphic.

Sponsored Content - Half Page Article

Topic & Primary Contact due 2 weeks after contract signed

Materials due 8 weeks prior to 1st of issue month; submit to [Monica Shey](#)

- Due 2 weeks after contract signed:
 - Topic of article
 - Primary point of contact
- Articles are edited to approximately 250 words in length.
- Suppliers provide text, and up to one digital photo, logo, and/or other graphic to illustrate the article, minimum 300 dpi resolution, and must confirm copyright/publication rights to the image or other graphic.

White Paper Promotion Package

Topic & Primary Contact due 2 weeks after contract signed

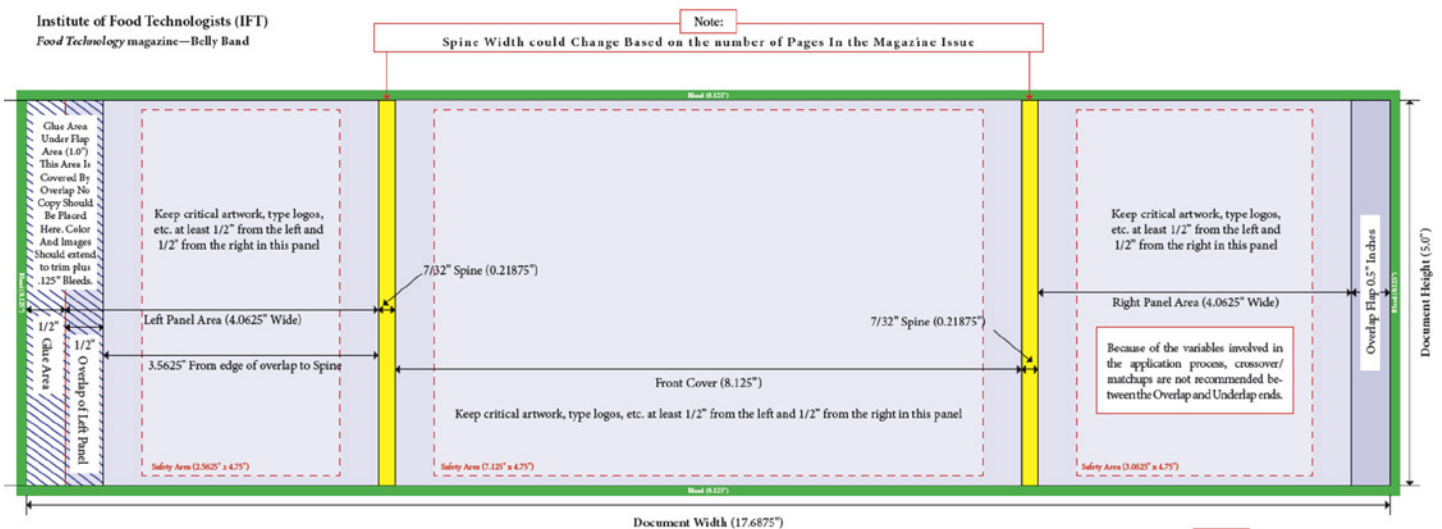
Materials due 8 weeks prior to 1st of issue month; submit to [Monica Shey](#)

- Due 2 weeks after contract signed:
 - Topic of White Paper
 - Primary point of contact
- A 160-word executive summary is published in the Supplier Central section of Food Technology, in-print and online.
- Executive summaries should include the following:
 - Title of white paper
 - Key topic areas and themes
 - Value to our audience
 - What industry issue or problem does the white paper address
 - What products and services does the white paper highlight (if appropriate)
 - What expertise does the white paper reflect (i.e., was it written by staff scientists or some other expert on the topic?)
- Suppliers may provide one digital photo, logo, and/or other graphic to illustrate the executive summary, minimum 300 dpi resolution, and must confirm copyright/publication rights to the image or other graphic.

Bellyband

Materials due 3 weeks prior to 1st of issue month; submit to [Monica Shey](#)

- High resolution PDF file with a “test” file sent 1-2 days prior to preflight for all specs.
- IFT will provide final spine size of the June magazine by May 6th and July magazine by June 6th; the spine size will more than likely be 7/32” or 0.21875 inches.
- A [PDF](#) and [InDesign template](#) are available, let us know if you need one for Illustrator or another format.
- Trim: 5” tall x 17.875” wide (The size of the bellyband may need some adjustment as the spine size of the magazine is dependent on the number of pages in the issue. We may need to ask for adjustments and to resubmit a pdf at a slightly different width. The attached pdf spine 7/32” width.
- Paper weight is 80# text weight
- Printing: 4C process on one side only.



Note:

Back Cover Panel: This panel underlaps the other back panel.

Front Cover Panel: This panel overlaps the other back cover panel.

Minimum of 1/8" bleed for all sides that bleed

1/2" Overlap & Underlap Total is 1"

Because of the variables involved in the application process, crossover/matchups are not recommended between the Overlap and Underlap ends.

Back Cover View

Spine

Front Cover View

Any Questions, please Contact:

Brian MacKenzie
Design & Production Manager, Publications
Institute of Food Technologists*
525 W. Van Buren Street, Suite 1000
Chicago, IL 60607-3830 USA
+1.312.604.0266
bmackenzie@ift.org

Note:

Belly Band Document trim size:
The overall width is dependent on the spine size, which could change—Spine size is based on the number of pages in the magazine issue. Please contact your account manager.

Cover Tip

Materials due 3 weeks prior to 1st of issue month; submit to [Monica Shey](#)

- The template is available [InDesign](#) and [Illustrator](#).
- Advertisers can use the grey area between the guides.
- The top area is reserved for label required by postal regulations.
- The white area at the bottom of the page is reserved for postal information.
- The final PDF should be exported/saved as a PDF/X-1a:2001 standard PDF file with registration marks and include bleed settings (.125 inches on all sides).
- Artwork included should be 300 DPI and in CMYK Process Color.
- Please no RGB or Pantone Spot Colors.



IFT FIRST Exhibitor Spotlight in the June or July issue of *Food Technology*

Materials due 6 weeks prior to 1st of issue month; submit to [Monica Shey](#)

- Please provide brief (150 words maximum) responses that address one or more of the following areas:
 - New products or services that can help FIRST attendees solve their business challenges
 - Resources or insights that can respond to FIRST attendees' needs more efficiently, quickly or economically
 - Recent innovations that FIRST attendees can connect with you to learn more about
 - Other news about your company
 - Other information to include:
 - Company Name:
 - Website:
 - Customer Contact:
 - Specializes in: [list categories]
 - Submit the information—and direct any questions—to suppliercentral@ift.org by **April 15** for inclusion in the June issue or **May 15** for inclusion in the July issue. Due dates are earlier than typical print deadlines since we will be assembling the materials from the information you provide.
 - Also, please send a high-res (300 dpi) company logo as a jpg, tif, or eps file attachment.

Ad Type: Full Page Bleed

Trim: 8.125" x 10.875"

Bleed: T: 0.125"

B: 0.125"

L: 0.125"

R: 0.125"

Safety: 0.125" in from Trim edge



Ad Type: 1/3 Page Vertical

Trim: 2.3125" x 10"

Bleed: 0"

Safety: 0.125" in from
Trim edge

Ad Type: 1/4 Page Vertical

Trim: 3.5625" x 4.875"

Bleed: 0"

Safety: 0.125" in from
Trim edge