

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**


IFT
feeding the minds
that feed the world



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.

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

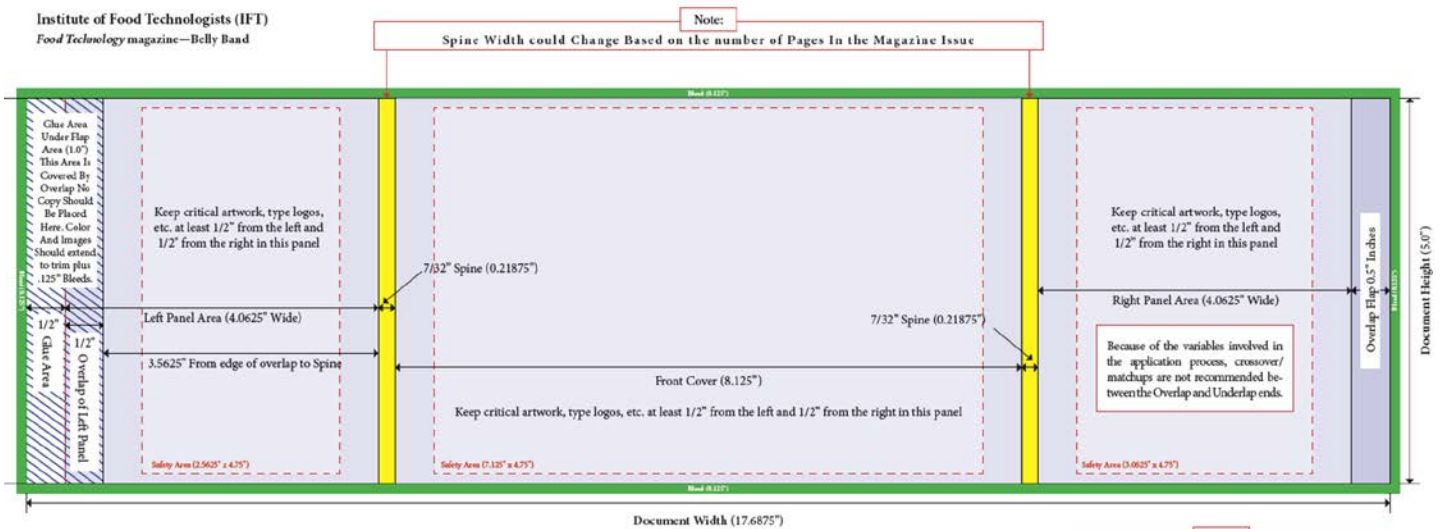
Materials due 8 weeks prior to 1st of issue month; submit to [Monica Shey](#)

- 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

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

Back Cover Panel: This panel overlaps the other back cover panel

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@ifit.org

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

1/2" Overlap & Underlap Total is 1"

Spine

Back Cover View

Front Cover View

Paper specifications for belly bands are minimum paper weight of 80# enamel text.

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.