



DIGITAL / PRINT ADVERTISING INSERTION ORDER

COMPANY NAME DATE

SALESFORCE COMPANY ID# RELATIONS REP

PRIMARY CONTACT MEDIA /FULFILLMENT CONTACT

PRIMARY EMAIL MEDIA /FULFILLMENT CONTACT EMAIL

PRIMARY PHONE MEDIA /FULFILLMENT CONTACT PHONE

BILLING ADDRESS BILLING CITY / STATE

BILLING ZIP/POSTAL CODE BILLING COUNTRY

SPECIAL INSTRUCTIONS

Material Specifications & Submission Instructions

PRINT & DIGITAL AD DETAILS



Ad Specs - [Click here](#)



Specialty Food Magazine

Upload materials to: specialtyfood.sendmyad.com

- Size: varies according to product purchased
- File type: PDF
- Color: CMYK
- Res: 300dpi



All Other Media Products

Upload all final advertising materials to the [Media Intake Form](#)



Deadlines: Material deadlines are due as follows:

- Specialty Food magazine: to be communicated directly via email
 - Website & App placements: Ten (10) business days prior to campaign start date
 - E-Newsletter placements: Ten (10) business days prior to campaign start date
 - Sponsored emails: Ten (10) 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, PNG (static creative only for all banner sizes)
 - eNewsletter placements: JPG, PNG (static creative only for all banner sizes)
 - Specialty Food magazine: 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.**

****NOTE****

**FOR ANY Spotlight Showcase TRIPLE PLAY PACKAGE,
PLEASE VISIT YOUR EXHIBITOR DASHBOARD IN YOUR **MAP YOUR SHOW** PORTAL.**

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

Digital Advertising on Specialtyfood.com, SFA News Daily (Marquee & Banner Ads), and Ad Retargeting

PROGRAM / PRODUCT	INSERT RUN DATES	POSITION	AD SIZE	NET RATE MEMBER / NON-MEMBER
		ALL-Site-Wide Rotate	160x600, 300x250, 728x90, 300x50px, 320x50	\$
		ALL-Site-Wide Rotate	160x600, 300x250, 728x90, 300x50px, 320x50	\$
Web Advertising Total = # of Quarters x Net Rate:				\$

Materials Due a minimum of 10 business days prior to run date.

Fancy Food Show Advertising - Specialty Food Magazine Display Ads, Spotlight Showcases Ad, Mobile App, Video Display, Splash Page, Push Notification

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

Materials deadline dependent on program, to be communicated separately.

Sponsored Emails - Promoted Product (3rd Thursday of every month) & Resource Spotlight (1st, 2nd, and 4th Thursday of every month)

EMAIL PROGRAM	CAMPAIGN RUN DATES	EMAIL TYPE	NET RATE MEMBER / NON-MEMBER
			\$
			\$
			\$
Sponsored Email Advertising Total:			\$
Advertising Campaign Total:			\$

Materials Due a minimum of 10 business days prior to run date.

SFA RELATIONS REP SIGNATURE

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](#).

