

THE FOOD INSTITUTE DAILY UPDATE

MEDIA

OTHER NEWS SOURCES REACH PEOPLE WHO ARE

## GOING PLACES

**OUR READERS ARE ALREADY** 

THERE

THE FOOD INSTITUTE DAILY UPDATE, POWERED BY MULTIBRIEFS AND PRODUCED BY THE FOOD INSTITUTE, PROVIDES DAILY NEWS AND INFORMATION TO LEADERS IN THE ALL ASPECTS OF THE FOOD SERVICE INDUSTRY.

The Food Institute Daily Update tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Produced with a rigorous editorial process and delivered to the inboxes of food manufacturers, distributors, brokers and other industry professionals, The Food Institute Daily Update keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the food service industry.

THE FOOD INSTITUTE DAILY UPDATE IS A PROFESSIONAL RESOURCE FOR



## TOP TEN REASONS TO ADVERTISE IN

## THE FOOD INSTITUTE DAILY UPDATE:

## 1 CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the profession. Advertising in The Food Institute Daily Update solidifies your place among daily information provided to The Food Institute members.

## 2 TARGETED DISTRIBUTION

Advertising in The Food Institute Daily Update allows your company to reach decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

## 3 OPT-IN SUBSCRIBER LIST

Subscribers to The Food Institute Daily Update have asked to receive the information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

## 4 RELEVANT CONTENT

Our editorial process is one of the most rigorous in electronic publishing. The judgment of our experienced editors and analysts makes sure that only the most relevant items are selected. The Food Institute Daily Update covers the entire food industry from grower to consumer.

## **5 FREQUENCY**

Frequency builds awareness. As a daily publication, The Food Institute Daily Update ensures your ad will be seen every day by our 9,300 members.

## 6 AFFORDABLE

Advertising in The Food Institute Daily Update is more affordable than many other Internet advertising options. Have you priced pay-per-click campaigns lately?

## 7 YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of The Food Institute Daily Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

## 8 IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

## 9 EXCEPTIONAL CREATIVE SERVICES

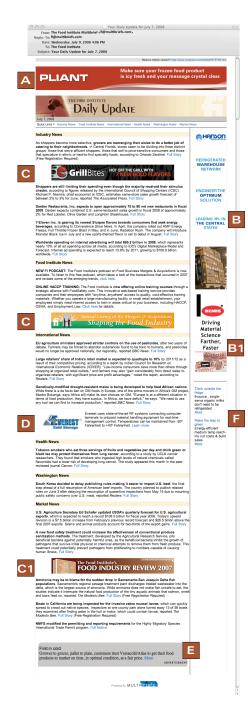
Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in The Food Institute Daily Update.

## 10 TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

# GREAT OPTIONS MAKE IMPORTANT CHOICES EASY

THE FOOD INSTITUTE DAILY UPDATE GIVES VARIETY AND FLEXIBILITY IN ADVERTISING OPTIONS THAT ARE HARD TO FIND ANYWHERE ELSE.



## ADVERTISING OPTIONS

## **A** LEADERBOARD

Purchasing the Leaderboard position in The Food Institute Daily Update provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this valuable information source.

Dimensions: 728 px.-by-90 px. File formats: JPEG, animated GIF

Maximum file size: 120k

## **B** SKYSCRAPER

## **B1** HALF-SKYSCRAPER

Skyscraper ads in The Food Institute Daily Update are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px.-by-600 px. Half: 120 px.-by-300 px.

File formats: JPEG, animated GIF

Maximum file size: 150k Half: 75k

## C TOP TRADITIONAL BANNER C1 BOTTOM TRADITIONAL BANNER

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of The Food Institute Daily Update.

Dimensions: 468 px.-by-60 px. File formats: JPEG, animated GIF

Maximum file size: 50k

## **D** PRODUCT SHOWCASE

The food service industry is in constant change. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your Web site.

Product Photo Dimensions: 175 px.-by-125 px.

File format: JPEG Maximum file size: 20k

## **E** CALLOUT TEXT ADS

Integrated into the look and feel of The Food Institute Daily Update, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed. Callouts should be no more than 25 words, headline excluded.

## TRADITIONAL TEXT ADS

Leverage the power of words by purchasing a traditional text ad to drive traffic to your Web site. Text ads should be no more than 15 words with a short, five-word headline.



Leaderboard	\$5000	Product Showcase	\$3950
Top Traditional Banner	\$4000	Skyscraper	\$4000
Bottom Traditional Banner	\$3500	Half Skyscraper	\$3500
Callout Text Ads	\$2500	Traditional Text Ad	\$1500

If your ad includes graphics (Leaderboard, Skyscraper, Traditional Banners, Product Showcase), provide art within three business days of receiving your sales confirmation email. Otherwise, your ad will be designed using elements pulled from your web site. Files can be emailed to *graphics@multiview.com*.





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