



SCiftS

Southern California Institute of Food Technologists Section

P.O. Box 3724 • Orange, CA 92857 • (714) 282-0919 • Fax (714) 974-4318 • E-mail: scifts@pacbell.net • www.scifts.net

August 3, 2010

Re: 2010-2011 Advertising — *SCiftS* Newsletter and Website

Dear Advertiser:

It is time to reserve your advertising with *SCiftS*. The Southern California Institute of Food Technologists Section is accepting advertisements for our 2010-2011 monthly newsletter sent to approximately 1,500 members of the Food Industry. Additional copies of our newsletter are distributed to thousands of exhibitors and attendees at *SCiftS*' annual Suppliers' Night Expo. Advertising with *SCiftS* is an excellent way to promote your company, as well as to show your support of vital Food Industry programs. Ads will be published in all ten issues of the newsletter — September 2010 through June 2011.

Advertising space on Southern California IFT's website — located at www.scifts.net — is available at an additional cost to all companies who reserve ad space in our newsletter. Due to significant interest in advertising with the *SCiftS* organization — and limited available space — payment-in-full with a completed Invoice/Authorization Form must be received before placement of any advertisement may be guaranteed. Ad placement requests are honored on a first come, first serve basis.

Please find an Invoice/Authorization Form and Advertisement Specifications sheet attached to this letter. You may submit your completed Invoice/Authorization form with check by mail, or fax your completed paperwork (with payment information) to the *SCiftS* office at (714) 974-4318.

If your advertisement does not meet standard size specifications, please contact the *SCiftS* office at (714) 282-0919 for custom ad pricing. To ensure your advertisement reaches our office in time for the first issue, your payment, completed Invoice/Authorization Form and ad must be received **NO LATER THAN AUGUST 20, 2010.**

Should you have any questions, please contact the *SCiftS* office at (714) 282-0919. Thank you for your support — it is greatly appreciated!

Sincerely,

Sandra Newman

Sandra Newman
Southern California Institute of Food Technologists Section Office



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INVOICE/AUTHORIZATION FORM 2010-2011 Newsletter/Website Advertising

Repeat Last Year's Ad New Ad

NEWSLETTER AD RATES:

- Single (2 1/2" W x 1 3/8" L) \$ 485.00
- Double (2 1/2" W x 2 7/8" L) 785.00
- Triple (2 1/2" W x 4 1/4" L) 1,080.00
- Quad (2 1/2" W x 5 3/4" L) 1,385.00
- Custom Size - Contact SCiftS office for custom ad pricing _____

\$ _____

NEWSLETTER AD PLACEMENT:

Inside Back Cover — *ten issues* 170.00

\$ _____

WEBSITE AD RATES:

- Single (2 1/2" W x 1 3/8" L) \$ 150.00
- Double (2 1/2" W x 2 7/8" L) 230.00
- Triple (2 1/2" W x 4 1/4" L) 310.00
- Quad (2 1/2" W x 5 3/4" L) 390.00
- Custom Size – call SCiftS office _____

NOTE: Website advertising space available to newsletter advertisers only

\$ _____

AD MODIFICATION:

Typesetting or Ad Scan \$ 50.00 per hour

\$ _____

TOTAL AMOUNT DUE

\$ _____

CONTACT INFORMATION:

Company _____ Phone _____

Mailing Address _____ City _____ State _____ Zip _____

Contact Name _____ E-mail _____ Signature _____

BILLING INFORMATION:

Check Enclosed

Charge Credit Card*

Submitted Online Payment

* Credit card information provided below

Credit Card Type (circle one): VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____ Cardholder _____

Send completed Invoice/Authorization Form, ad materials and payment to: **SCiftS Advertising, P.O. Box 3724, Orange, CA 92857**
or fax completed Invoice/Authorization Form to SCiftS Office – (714) 974-4318



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ADVERTISEMENT SPECIFICATIONS SHEET

Newsletter/Website Advertising

AD SIZE: Single - 2 1/2" Wide (*horizontal*) x 1 3/8" Tall (*vertical*)
 Double - 2 1/2" Wide (*horizontal*) x 2 7/8" Tall (*vertical*)
 Triple - 2 1/2" Wide (*horizontal*) x 4 1/4" Tall (*vertical*)
 Quad - 2 1/2" Wide (*horizontal*) x 5 3/4" Tall (*vertical*)

AD FORMAT: Digital File – MAC or PC
 Program – InDesign, Illustrator, Photoshop, Acrobat, Quark, Publisher
 File Types – .pdf, .indd, .qxd, .eps, .pub
 Additional file types can be accepted - call for more information

RESOLUTION: 300 dpi or higher required

MEDIA FORMAT: E-mail Attachment – send to scifts@pacbell.net
 CD-ROM
 Zip Disk

⇒ **A proof (copy) of the Advertisement must be included with ad media**
If advertisement is sent via e-mail, please also fax a copy of the ad to (714) 974-4318

NOTICE: To ensure your ad is published in the September 2010 issue of the newsletter (*first issue of the 2010-2011 year*) — Invoice/Authorization Form, ad media and payment **must be received** no later than **August 20, 2010**.