

Services Directory

The source for food industry services

The IFT Services Directory offers a variety of unique solutions to reach your target audiences. The Directory makes it easy for a wide range of qualified buyers to find your company and its services in categories such as:

- Ingredients/Product Formulation
- Laboratory
- Marketing
- Plant/Processing/Packaging
- Regulatory
- Ancillary Services

Deadlines

Directory Listings Uploaded: **March 1, 2020**

Materials Deadline: **March 1, 2020**

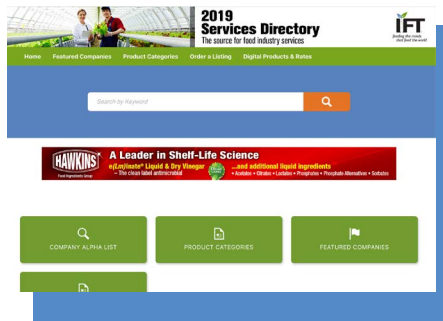
All listings submitted after March 1 will be placed in the online directory only.

Digital Listings & Advertising

Give your prospects an opportunity to visit your site and make purchasing decisions 24/7, year-round. Choose from one of the options below or work with us to customize an integrated marketing program. Service Directory listings will be uploaded on April 1, 2020.

Rates	
Space	Rates
Print	
Full Page	\$1,800
1/2 Page Horizontal	\$1,100
1/2 Page Vertical	\$1,100
1/3 Page Square	\$950
1/4 Page Vertical	\$800
1/8 Page	\$650

Digital	
Basic Listing	\$195
Enhanced Listing	\$295
Overall Directory Sponsorship	\$4,000
Search Results Page Exclusive Banner	\$3,500
Product Spotlight Package	\$1,600
Product Sub-Category Sponsorship	\$600



2020 Services Directory

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Reach

- Available year-round on ift.org
- Distributed to 16,000+ Food Technology readers
- Distributed to 20,000+ at IFT19

Visibility

- Marketing options are customizable to meet your needs
- An online search function and category listing brings you qualified buyers

Relevance

From ingredients/product formulation, to laboratory, to plant/processing/packaging, there's a category for your particular service.

