



STANDARD

MARKETING PACKAGE

Partner with ingredientsonline.com™ to expand your sales and marketing channel and sell your ingredients 24/7/365. We'll market your nutritional raw materials to thousands of North American buyers in the dietary supplement, food, beverage, animal nutrition and personal care industries.

ingredientsonline.com™ is growing at a rapid pace and now is the right time to join the e-commerce platform. In 2018, the platform had more than 160,000 page views a month and a 74% buyer reorder rate. In 2019, we're investing more than \$1,000,000 in marketing to generate even more traffic to the platform. We're promoting the platform at trade shows, events, conferences, educational Global Sourcing Events (RoadShows) and through direct mail and email campaigns, videos, webinars, advertising in leading industry media and much more.

The standard marketing package includes:

- > **An online ingredient listing page for each ingredient sold on ingredientsonline.com™. Each listing page features:**
 - downloadable QA/QC documents.
 - real-time U.S. inventory.
 - tiered pricing.
 - factory of origin.
 - an "add to cart" purchasing option for buyers.
- > **NEW Custom Dashboard in the Seller Portal. You have complete control over your ingredient listing pages.**
 - Adjust your pricing at any time.
 - Update expiring certifications and product documentation.
 - Receive alerts when your inventory runs low and when your certifications are about to expire.
 - View sales reports and more!
- > **Exposure at more than 30 events in 2019 including increased awareness at IFT regional events driving additional food ingredient buyers.**
- > **The opportunity to publish articles in ingredientsonline.com™ Magazine with distribution of 125,000 copies in 2019.**

As a partner, when you add a new ingredient, you'll receive:

- a New Ingredient listing on homepage for 30 days.
- promotion in a New Ingredient email to 14,000+ contacts.
- a presentation of your new ingredient by our QA/QC Manager to our sales and customer service teams — your Brand Ambassadors.

Contact us today to learn more about growing your sales and driving new revenue with digital technology, 24/7/365!

CONTACT

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INGREDIENTSONLINE.COM™ MAGAZINE ADVERTISING OPPORTUNITIES



Published quarterly, *ingredientsonline.com™ Magazine* includes regulatory updates, market and consumer trends, compliance news, ingredient listings, new factory announcements and much more.

More than 125,000 copies will be printed and distributed to targeted dietary supplement, food, beverage, animal nutrition and personal care manufacturing leaders in 2019.

Advertising in *ingredientsonline.com™ Magazine* puts your product message in the hands of thousands of global decision makers. Take advantage of this unique opportunity to stand out in the marketplace, promote your ingredients and drive buyers to your *ingredientsonline.com™* listings.

Distribution includes:

- mailing to *ingredientsonline.com™* registered buying members.
- polybagging with SupplySide West show magazine issues.
- 30+ global tradeshow and sourcing events.
- inclusion in sample request mailing campaigns.
- digital versions promoted on *ingredientsonline.com™* website.

Issues: Spring, Summer, Fall and Winter

PRINT PUBLICATION RATES FOR 2019

	Full Page	1/2 Page	1/4 Page
1X:	\$3,800	\$2,530	\$1,265
2X:	\$3,620	\$2,415	\$1,200
4X:	\$3,450	\$2,300	\$1,150

Space is limited in each issue. Call today to make sure your space is reserved.

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