

International Dairy Foods Association

2011-2012 Media Kit

The IDFA Advantage

- IDFA's dairy company members produce and market **more than 85%** of the milk, cultured products, cheese and frozen desserts sold in the U.S. — a **\$110 billion industry annually**.
- IDFA represents the nation's dairy processing, manufacturing and marketing industry and its suppliers.

Who We Are

IDFA's voice has a **powerful impact** as it works to keep the dairy industry strong. IDFA advocates for dairy food processors by promoting the industry's position with regulators and legislators.

For suppliers to the dairy industry, decisions being made will affect your bottom line, either directly or in terms of how your customers do business with you.

IDFA: A Powerful Audience

When you advertise in the official resource tools of IDFA, your message will reach dairy foods processors, manufacturers, marketers and distributors worldwide, including:

- Corporate executives
- Operations and plant personnel
- Purchasing decision-makers
- Engineers
- Quality assurance and R & D personnel and more.

The **IDFA Membership Directory** and **Online Buyers' Guide** allow you to maintain a strong presence in front of these dairy decision-makers throughout the year. To customize an advertising program for your business, contact your Naylor account executive.

For more information, contact:

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Naylor, LLC

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Direct: (770) 810-6986

Email: rshafer@naylor.com



In PRINT and ONLINE:

IDFA's resources connect you with your dairy customers and potential clients throughout the year.



For decades, IDFA dairy company members have relied on the annual **IDFA Membership Directory** as a purchasing guide and networking tool. This "who's who" guide to the industry is referenced throughout the year.

Our comprehensive **Online Buyers' Guide** provides 24/7 access to the valuable products and services needed by dairy companies for their upcoming projects.



From October 2010 through March 2011, IDFA's **Online Buyers' Guide** averaged:

- 4,392 page views per month
- 1,456 visits per month
- 3 page views per visit



International Dairy Foods Association
Milk Industry Foundation
National Cheese Institute
International Ice Cream Association

To learn more about the International Dairy Foods Association, visit:

www.idfa.org



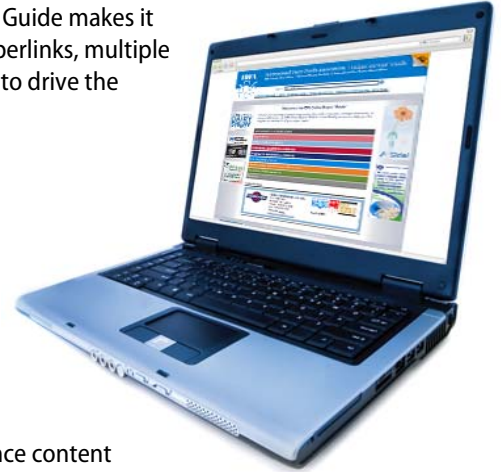
IDFA Online Buyers' Guide

About the IDFA Online Buyers Guide: idfa.officialbuyersguide.net

The IDFA Online Buyers' Guide is a user-friendly forum designed to bring dairy companies and suppliers together. Available 24 hours a day, 365 days a year, the interactive IDFA Online Buyers' Guide makes it easy to locate products and professional services geared to the dairy industry. With hyperlinks, multiple search capabilities and richer search results, our IDFA Online Buyers' Guide is designed to drive the purchasing process and bring customers to your site with a few clicks.

IDFA's Online Buyers' Guide is a reference at your fingertips:

- Cross-promoted in other IDFA publications and communication pieces
- Optimized to drive traffic from search engines and the IDFA home page
- Categorical layout allows efficient browsing with fewer clicks
- Directs visitors to the landing page of your choice to learn more about your business
- Vertical search capability with Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Various ad sizes and display options make it easy to customize your listing and enhance content



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Display Ad Positions



Page Peel – EXCLUSIVE POSITION | \$7,000

Display your business uniquely on every page of the IDFA Online Buyers' Guide. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your website.

Spotlight Tile Ad – ONLY 2 SPOTS AVAILABLE | \$5,000

No matter what page of the IDFA Online Buyers' Guide visitors click on, your message will be prominently displayed in the same place, every time! Two Spotlight Tile positions will appear in the left column of every page on the site (the first tile is reserved for use by IDFA), and only one advertiser will appear in each position.

Home Page Vertical Banner | \$2,500

The Home Page Vertical Banners are placed and sized to catch attention and are located in the right column of the home page. There are two spaces with a maximum of two advertisers rotating per position.



Super-Category Page Vertical Banner | \$1,000

Two Super-Category Vertical Banners appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. There are two spaces with a maximum of two advertisers rotating per position.



IDFA Online Buyers' Guide

Listing Opportunities



Premier Listing Package

Premier Listings are designed to offer heightened visibility within the IDFA Online Buyers' Guide. Premier Listings appear in alphabetical order on top of all basic listings, ensuring they are seen first. Gold Business Partners, Business Partners and non-members are listed respectively.

Includes full-color logo, company name, address, phone, active Web link and e-mail, company description, unlimited products and services listing and detailed contacts (contacts unlimited for Gold Business Partners; Business Partners and non-member suppliers limited to five contacts).

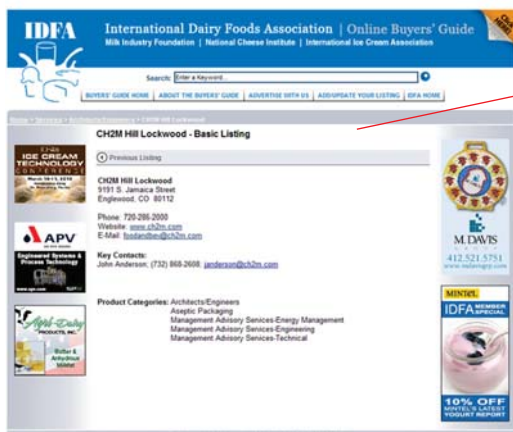
Gold Business Partners automatically receive a FREE Premier Listing; no sign-up is required.

Business Partner | \$300 per year

Non-member Supplier | \$600 per year

Premier Listing additional features:

- **Full-color company logo**
- **Active Web link, e-mail address and up to five detailed contacts**
- **Extended company profile and unlimited products and services listing**
- **Google™ Map It! feature** — displays a Google™ map of your business location
- **Google™ site search feature** — allows users to search your company website directly from your Premier Listing



Basic Listing | \$300

IDFA non-member suppliers may purchase a Basic Listing in the IDFA Online Buyers' Guide. The Basic Listing includes company name, address, website link, one contact with email address and up to five categories. Business Partners automatically receive a FREE Basic Listing; no sign-up is required. Two contacts and unlimited categories are a member benefit.