



# 2008 PRINT & ONLINE BUYERS' GUIDE

## Listing Opportunity

Your company is automatically entitled to a **FREE LISTING** in the Company Directory section and up to **TEN FREE LISTINGS** in the Product & Services section of both the **PRINT & ONLINE** Buyers' Guide. The print directory will be published in April 2008. Readers can access the ONLINE Buyers' Guide all year long!

Who makes what and how to reach them is valuable information in today's competitive market. If you're not listed in our directories you're missing out on an important marketing opportunity. This is the only reference source keeping the food and beverage industry informed about all aspects of quality assurance, control and food safety.

**As an Advertiser in the 2008 Buyers' Guide your company will gain increased exposure IN PRINT with:**

- Up to 50 FREE, BOLDFACE Product & Services listings in the PRINT & ONLINE Guides
- FREE "See our ad on page 00" references for every listing in the PRINT Guide
- FREE Company logo in the Suppliers Directory PRINT& ONLINE Guides
- FREE Hot Link to your website in the ONLINE Guide
- FREE 50-word company description in the Suppliers Directory PRINT& ONLINE Guides
- Your company name in color, sorted alphabetically at the top of each product search in the PRINT & ONLINE Guides

**FULL PAGE Advertisers in the 2008 Buyers' Guide will also receive: FREE ONLINE LINKS to :**

- FREE ONLINE link to your company's DATA SHEETS
- FREE ONLINE link to your company's WEBINAR/PODCAST NOTICES
- FREE ONLINE link to your company's APPLICATION NOTES
- FREE ONLINE link to your company's WHITE PAPERS/ARTICLES
- FREE ONLINE link to your company's CASE STUDIES
- FREE ONLINE link to your company's CORPORATE PROFILE
- FREE ONLINE TILE ADS in 10 Product Categories PLUS rotating TILE AD on the Buyer's Guide Home Page

## Go to [www.FOODQUALITY.com](http://www.FOODQUALITY.com)

and click on **BUYERS' GUIDE** to take advantage of this print & online double listing opportunity OR complete and fax this form to 866/873-9388 or 847/441-2978.

If you have questions about your listing, contact Maryl Leonard at 847/441-2961. **To discuss advertising, check the box on page 2 or contact:**

<p><b>Ken Potuznik</b>  <i>East Coast, Midwest, International</i>          Tel: 480-419-1851  <a href="mailto:kpotuzni@wiley.com">kpotuzni@wiley.com</a></p>	<p><b>Craig Zehrtner</b>  <i>West Coast</i>          Tel: 626-683-3996  <a href="mailto:wjla@aol.com">wjla@aol.com</a></p>
--	--



# 2008 PRINT & ONLINE Buyer's Guide Listing Application

## FREE PRINT & ONLINE LISTING INFORMATION

### COMPANY LISTING:

Please TYPE or PRINT the following information as you would like to see it appear in the PRINT & ONLINE Guides.

Company Name \_\_\_\_\_  
*(Please provide full company name)*

Street Address or P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Co. E-Mail \_\_\_\_\_ Web Site \_\_\_\_\_

Contact \_\_\_\_\_  
*(Not published - used by staff solely to update listings)*

Contact E-mail \_\_\_\_\_ Contact Phone \_\_\_\_\_

### PRODUCT INDEX LISTING(S):

Please check the boxes on pages 3 and 4 for the products your company supplies. Maximum of 10 FREE listings for non-advertisers

Please contact me regarding advertising in the 2008 **FOOD QUALITY** print & online Buyers' Guide.

## PRINT & ONLINE PAID LISTING ENHANCEMENTS

Online **TILE ADS in 10 Product Categories PLUS rotating TILE ADS on the Buyers' Guide Home page (12 months exposure)**

\$1500 Non-Advertiser FREE FULL PAGE Print Directory Advertisers \$ \_\_\_\_\_  
(Please email electronic Tile Ad file (125 x 125 pixels, 72 dpi) to ML@directorypub.net)

Online **HOT LINK to your company website (Term 12 months)**

\$250 Non-Advertiser FREE Print Directory Advertisers \$ \_\_\_\_\_

Print & Online **Full-Color LOGO in Supplier Directory**

\$250 Non-Advertiser FREE Directory Advertisers \$ \_\_\_\_\_  
(Please email electronic logo file (2" x 2", min. 300 dpi) to ML@directorypub.net)

Print & Online **COMPANY DESCRIPTION in Supplier Directory**

50 words describing your company's business activities.  
\$250 Non-Advertiser FREE for Directory Advertisers \$ \_\_\_\_\_  
(Please email company description text to ML@directorypub.net)

Total Payment \$ \_\_\_\_\_

Bill my company     Check enclosed    Charge to:     Visa     Mastercard     American Express  
(Make checks payable to John Wiley & Sons, Inc.)

Name on card: \_\_\_\_\_

Billing name/address (if different from above):

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

To add a listing, please mark the appropriate box below. Non-advertisers are entitled to TEN free listings.

## **Computer Software**

- Chemometrics
- Chromatography
- Data Systems
- Food Safety Auditing Software
- Formula Analysis
- Graphing/Statistics
- HACCP Software
- Image Analysis
- Inventory Control
- ISO
- Labeling
- Laboratory Information Management Systems (LIMS)
- Manufacturing Execution Systems
- Modeling
- Nutrition Labeling
- Processing Monitoring Software
- Regulations
- Sensory Evaluation Software
- SQC/SPC Software
- Supervisory Control

## **Consultants, Services, Training**

- Food Safety Inspections-Manufacturer
- Food Safety Inspections-Restaurant
- Food Safety Training
- Food Service Training
- Good Manufacturing Practices (GMP)
- HACCP
- ISO
- Legal Counsel
- Organic Certification
- Plant Design
- Product Retrieval
- Proficiency Testing
- Regulations
- Sanitation Audits
- Standards Compliance
- Vendor Certification

## **Contract Laboratory Services**

- Air Quality Testing
- Allergen Testing
- Antibiotics Residue Testing
- Aroma Analysis
- Bacteriological Testing
- Chromatography
- Consumer Testing
- Contract Research
- Effluent Analysis
- Environmental Testing
- Equipment Calibration & Maintenance Service
- Feasibility Studies
- Fruit Juice Authenticity
- GMO Identification
- Microbiological Control Service
- Mineral Analysis
- Nutrition Labeling
- Organic/Inorganic Analysis
- Ozone Monitoring
- Package Testing
- Pathogen Testing
- Pesticide Residue Analysis
- Product Certification Services
- Product Formulation Analysis
- Product Retrieval
- Retail Quality Evaluations

- Sanitation Audits
- Sensory Evaluation
- Shelf-Life Testing
- Thermal Analysis
- Toxicological Studies
- Virus Testing
- Water Quality Analysis

## **Diagnostic Test Kits**

- Allergens
- Antibiotics
- Campylobacter
- Chloramphenicol
- Chlorine
- Coliform
- E.coli/E.coli O157:H7
- Fumonisin
- Gentamicin
- GMOs
- Histamine
- Hydrogen Peroxide
- L. Monocytogenes
- Listeria
- Meat and Bone Meal
- Nitrates
- Ochratoxin
- Peracetic Acid
- Pesticides
- S. Enteritidis
- Salmonella
- Seafood Toxins
- Staphylococcus Aureus
- Sulfamethazine
- T-2 Toxin
- Total Plate Counts
- Vitamins
- Vomitoxin (Don)
- Water Quality
- Yeast and Mold
- Zearalenone

## **Employment Services**

- Permanent
- Temporary

## **General Laboratory Equipment**

- Amino Acid Analyzers
- Apparel
- Atomic Absorption Spectrophotometry
- Autoclaves
- Autosamplers
- Balance Weights
- Balances
- Barcode Generators/Readers
- Barrier Isolation Technology
- Baths
- Blenders
- Buffer Solutions
- Burners
- Calibration Standards
- Calorimeters, Titrators, Karl Fischer
- Centrifuges and Accessories
- Chemicals, Gas Calibration
- Chemicals, High Purity
- Chemicals, Standards
- Chromatography, Columns
- Chromatography, Fittings and Accessories
- Chromatography, Gas/HPLC/Ion/Liquid/Thin-layer

- Circulators
- Collection Bags
- Controls
- Crushers and Grinders
- Density Measuring Devices
- Digestion Apparatus
- Diluters/dispensers
- Disposable Gloves
- Dryers
- Electrophoresis
- Environmental Chambers
- Fermenters
- Filters
- Filtration Apparatus
- Flow Controllers/meters
- Fluorescence Spectrophotometry
- Fourier Transform Infrared (FTIR) Spectrophotometry
- Freezers
- Fume Hoods
- Furnaces
- Furniture and Fittings
- GC Detectors
- Glassware Washing/Drying Systems
- Grinders
- Hazardous Materials, Storage
- Hazardous Materials, Waste and Disposal
- Headspace Analysis
- Heating Plates
- Homogenizers
- Humidity Chambers
- Incubators
- Inductively Coupled Plasma (ICP) Spectrometry
- Insulated Shipping Containers
- Kjeldahl Apparatus
- Laboratory Detergents
- Lab-scale UHT/HTST Processor
- Labware, Glass
- Liquid Handling Systems, Automated
- Mass Spectrometry
- Microwave Digestion
- Mixers
- Monitors and Workstations
- Near-infrared (NIR) Spectrometry
- Nitrogen Analyzers
- Nuclear Magnetic Resonance (NMR) Spectrophotometry
- Organic Standards/Inorganic Standards
- Performance Testing Samples
- Pesticide Standards
- Pipettes, Pipettors and Accessories
- Pressure Vessels
- Pumps
- Purge and Trap Concentrators
- Raman Spectroscopy
- Rapid Microbiology Analyzers
- Refrigeration Systems
- Robotic Stations
- Safety Equipment
- Sample Preparation Instruments and Supplies
- Shakers
- Solid Phase Extraction
- Solvents
- Spectrophotometry
- Stirrers
- Supercritical Fluid Extraction Systems
- Titration Systems
- TOC Analyzers

- Tubing
- Vibration Platforms
- Water Activity
- Water Monitors, High Purity
- Water Purification Systems
- X-Ray Spectrometry (EDXRF & WDXRF)

**Microbiology Equipment and Supplies**

- Agars
- Antibodies, Monoclonal
- Antibodies, Polyclonal
- Antigens
- Antisera
- ATP bioluminescence Reagents
- ATP bioluminescence Systems
- Automated Microbiological Characterization Equipment
- Automated Microplate Readers/Washers
- Automated Pathogen Detection
- Cell Culture Apparatus
- Cell Culture Media
- Colony Counting Apparatus
- Colony Counting, Automated
- Culture Media
- Cultures, Bacteria
- Dehydrated Culture Media
- Dilution Bottles
- Direct Identification Kits/Apparatus
- DNA Probe Assays
- E-coli 0157:H7 Testing Equipment
- ELISA Readers
- ELISA Systems
- Enumeration Apparatus
- Enzyme Immunoassays
- Enzyme Linked Immunosorbent Assays
- Enzyme Linked Fluorescence Assays
- Immunodiffusion Kits and Supplies
- Immunomagnetic Separation Apparatus
- Incubators
- Listeria Testing Equipment
- Microparticles/Beads, Magnetic
- Microscopes and Accessories
- PCR
- PCR Equipment/Supplies
- Petri Dishes
- Plating Equipment/Apparatus
- Plating systems, Automated
- Radioimmunoassays and Accessories
- Rapid Microbiology Analyzers
- Salmonella Testing Equipment
- Swabs/Environmental Sampling
- Total Aerobic Bacteria
- Water Activity

**On-line Systems**

- Barcode/Label Systems
- Checkweighing Systems
- Flow Sensors
- In-line Infrared Systems
- In-line particle Sizing Systems
- In-line Plant Probes
- In-line Refractometers
- Irreversible Temperature Indicators
- Label Inspection
- Level Sensors
- Lid/Seal/Cap Detectors
- Machine vision Systems
- Metal Detection Systems
- Moisture Analyzers
- Pressure Sensors

- Sorting/Grading Equipment
- Temperature Probes
- Temperature Recorders
- Thermometers, Non-contact Infrared
- Time-Temperature Indicators
- X-ray Detection Systems

**Operation Equipment and Supplies**

- Coatings
- Containers
- Conveyors
- Flooring
- Food-Grade Lubricants
- Lighting
- Mats
- Paint
- Rapid-Cooling Products
- Signage
- Stock Rotation Equipment and Supplies
- Timers

**Physical Property Analysis**

- Calorimeters
- Carbon Dioxide Analyzers
- Color Testing Instruments/Colorimeters
- Conductivity Meters
- Coulometers
- Dataloggers
- Dehumidifiers
- Electronic Nose
- Fat Analyzers
- Fluorimeters
- Gloss/Surface Analyzers
- Image Analyzers
- Ion-selective Electrodes/Meters
- Moisture Analyzers
- Oxygen Analyzers
- Particle Counters
- Particle Size Analyzers
- Penetrometers
- pH Electrodes/Meters
- Polarimeters
- Powder Flow Analyzer
- Protein Analyzers
- Refractometers
- Relative Humidity Instruments
- Rheometers/Viscometers
- Temperature Instruments
- Texture Analyzers
- Thermal Analyzers
- Thermal Conductivity Meters
- Transportation & Temperature Monitoring
- Turbidimeters
- Viscosity Testing
- Visual Color Evaluation
- Water Activity/Relative Humidity Instruments
- X-ray Fluorescence Analyzers

**Publications**

- Food Science
- HACCP
- ISO
- Quality Assurance
- Reference
- Regulatory
- Sanitation
- Technical
- Videos

**Sanitation, Equipment Supplies and Services**

- Air Disinfection
- Air Handling/Purification
- Airflow, Control/Monitoring Systems
- Alcohol Wipers
- Antimicrobial Soaps/Products
- ATP Bioluminescence Hygiene Monitoring Systems
- Brushes
- Chlorinators
- Chlorine Gas Leak Detectors
- Clean Room Supplies/Accessories
- Cleaning Chemical Delivery Systems
- Cleaning Chemicals
- Cleaning Equipment
- Clean-in-place Systems
- Color-Coded Cleaning Equipment
- Dechlorinators
- Disclosing Agents
- Disinfectants
- Foaming Sgents
- Fumigation Services/Training
- Fumigation, Non-chemical
- Garments
- Hand Lotions
- Hand Soaps
- Hand Wash Stations
- Hazardous Materials, Storage
- Hazardous Materials, Waste and Disposal
- Heat Remediation
- Hygiene Monitoring Systems
- Insect Electrocutors
- Integrated Pest Management
- Manual Cleaning Equipment
- Microbial Air Samplers
- Panels, Wall & Ceiling, Anti-Microbial, Waterproof
- Pest Elimination Services
- Safety Devices and Accessories
- Sanitation, Consultants and Services
- Sanitation, Contract Crews
- Sanitizer Delivery Systems
- Sanitizing Chemicals
- Shovels/Squeegees
- Silicone Hose, Fittings and Tubing
- Soap Dispensers
- Steam Cleaning Equipment
- Steam Generating Equipment
- Surfactants
- Uniforms and Accessories
- Washdown Stations
- Water/Waste Water Treatment Equipment
- Wipes, Sterilized

**Sterilization Techniques**

- Ionization
- Irradiation
- Non-thermal Sterilization
- Ozone
- Pulse Light
- Steam Pasteurization
- Ultraviolet Light Disinfection

# LISTING ENHANCEMENTS

## HIGH IMPACT ONLINE TILE ADS

**Buyer's Guide Home Page**  
(Rotating)

10 **Product Category Listing(s)**

Welcome to the Food Quality Buyers' Guide

Search by Company Name



Search by Product Name



Browse by Product Category

Computer Software  
Consultants, Services Training  
Contract Laboratory Services  
Diagnostic Test Kits  
Employment Services



**Include your  
ad here!**

Welcome to the Food Quality Buyers' Guide

**DIAGNOSTIC TEST KITS:  
Antibiotics**



**Company**  
**ELISA Technologies Inc.**  
**Fisher Scientific**  
Diffchamb Inc  
R-Biopharm Inc.



**Include your  
ad here!**

## FULL-COLOR LOGO AND 50 WORD DESCRIPTION

**ONLINE:** \_\_\_\_\_

**Fisher Scientific**  
2000 Park Lane  
Pittsburgh, PA 15275  
Phone: 800-766-7000  
Fax: 800-926-1166  
Website: [www.fishersci.com](http://www.fishersci.com)



**Description:**

The Fisher Scientific Food Diagnostics and Testing Catalog is by far the most comprehensive laboratory product selection guide for the food, beverage, dairy and agricultural markets. Fisher's portfolio offers smart choices including industry leaders in microbiology, biotechnology, food chemistry, property measurements, sanitation, safety products and lab essentials.

**Products:**

Computer Software	Labeling
Consultants, Services, Training	Proficiency Testing
Contract Laboratory Services	Contract Research
Contract Laboratory Services	Equipment Calibration & Maintenance Service
Diagnostic Test Kits	Antibiotics
Diagnostic Test Kits	Campylobacter

**PRINT:**



**Fisher Scientific**  
**See Ad Pg. 3**  
2000 Park Lane  
Pittsburgh, PA 15275  
Phone: 800-766-7000  
Fax: 800-926-1166  
Website: [www.fishersci.com](http://www.fishersci.com)

**Description:**

The Fisher Scientific Food Diagnostics and Testing Catalog is by far the most comprehensive laboratory product selection guide for the food, beverage, dairy and agricultural markets. Fisher's portfolio offers smart choices including industry leaders in microbiology, biotechnology, food chemistry, property measurements, sanitation, safety products and lab essentials.

As part of your advertisement in the 2008 Buyers Guide, you are entitled to the following enhancements.

**To view samples of online enhancements, please go to [www.foodquality.com](http://www.foodquality.com) and click on BUYERS GUIDE.**

### Online TILE ADS in 10 Product Categories PLUS rotating TILE ADS on the Buyers' Guide Home page

125 x 125 pixels, 72 dpi file.

### Online HOT LINK to your company website

WWW\_\_\_\_\_

### Print & Online Full-Color LOGO in Supplier Directory

2" x 2", 300 dpi file.

### Print & Online COMPANY DESCRIPTION in Supplier Directory

50 words describing your company's business activities.

### Online LINKS TO YOUR COMPANY WEBSITE (you may supply up to 6 links for every full page of advertising.)

**For each link, please supply via email to [ML@directorypub.net](mailto:ML@directorypub.net):**

#### Type:

- Data Sheet • Webinar/Podcast • Application Note • White Paper • Case Study

#### Category:

- Computer Software • Consultants, Services, Training • Contract Laboratory Services • Diagnostic Test Kits
- Employment Services • General Laboratory Equipment • Microbiology Equipment and Supplies
- On-line Systems • Operation Equipment and Supplies • Physical Property Analysis • Publications
- Sanitation, Equipment Supplies and Services • Sterilization Techniques

Title: \_\_\_\_\_

URL: <http://>\_\_\_\_\_

Description: 50 words summarizing your link.

### Online CORPORATE PROFILE (Profiles will be created by our Editorial Staff and linked to your website.)

**All files may be sent by email to Maryl Leonard at [ML@directorypub.net](mailto:ML@directorypub.net).**

Questions? Contact Maryl Leonard at [ML@directorypub.net](mailto:ML@directorypub.net) or 847/441/2961, Ken Potuznik at 480/419-1851 or [kpotuzni@wiley.com](mailto:kpotuzni@wiley.com), Craig Zehner at 626/683-3996 or [wjla@aol.com](mailto:wjla@aol.com), Marc Spector at 516/270-5344 or [mspector@wiley.com](mailto:mspector@wiley.com)