

Advertising Rates

Annual Fee per Branded Ingredient

Premium Package € 400.00

Standard Package € 250.00

Minimum Package € 75.00

Discount

3-6 Brands 5%

> 7 Brands 10%

	Premium	Standard	Minimum
Branded Ingredient Listing in (multiple) health categories	✓	✓	✓
Contribution to News section on the website	✓	✓	✓
Direct linking to the ingredient / company website	✓	✓	✗
180 words ingredient summary	✓	✓	✗
Inclusion in Newsletter	✓	✗	✗
Social Media support	✓	✗	✗
Attach supportive documents to a brand page	✓	✗	✗

Advertising Packages

Branded Ingredient Listing in (multiple) health categories

Listing of a brand (logo + name) in one or more matching health categories. At least one sub-category in each health category is required. Brands can also be searched via the Suppliers page and Ingredients list.

180 words ingredient summary

Ingredient summary with a maximum of 180 words in English. Think of:

- Ingredient properties, applications
- Health Claims (EFSA / FDA / Other)
- Studies, clinical trials and/or other scientific data for the ingredient

Direct linking to the ingredient / company website

Within the brand pop-up screen the brand logo will contain a direct link to the website of the branded ingredient. The supplier logo will contain a direct link to the suppliers page with (contact) information of the supplier.

Social Media support

Any news or updates related to the branded ingredients or about the supplier can be placed on request on [Twitter](#) and [LinkedIn](#) ([Branded Ingredients Group](#)).

Inclusion in Newsletter

Articles related to the branded ingredients can be submitted for inclusion in the newsletter. The branded ingredients newsletters will have a certain health topic. Dedicated brand / supplier newsletter can be send out; 1x half a year.

Contribution to News section on the website

Any news or updates related to the branded ingredients or about the supplier can be submitted for the news page. (<http://news.branded-ingredients.com>)

Attach supportive documents to a brand page

Documents such as Product Brochures, White Papers or Studies (pdf) can be attached to a brand page. These documents can only be downloaded by logged in members.