



The Magazine for Nutrition Professionals

Now in our 16th year of publication, *Today's Dietitian* is established among the community of registered dietitians and nutrition professionals as a trusted and objective resource for news, information, research, and industry trends. We have earned a loyal and enthusiastic audience, that appreciates our independent voice and the timely coverage of subjects that affect its profession, its clients, and its career development.

Each month, *Today's Dietitian* provides this important community of professionals with best practices and recommendations for their clients through well-written content that reports on essential topics such as diabetes management, heart health, food allergies, and weight control, as well as the latest in industry research, nutritional supplements, and special dietary options that include gluten-free living, plant-based diets, organic foods, and much more.

In addition to our flagship monthly print publication, our platform includes a mobile-ready, interactive digital edition, which is posted on our content-rich, highly-targeted website, www.TodaysDietitian.com. Our audience is also extremely active in social media, so *Today's Dietitian* has significant followings on Facebook and Twitter, both of which continue to grow steadily.

An additional opportunity for advertisers to connect with nutrition professionals is via sponsorships through our CE Learning Library. A fully-accredited resource for dietitians to earn continuing education credits, the *Today's Dietitian* CE Learning Library offers self-study courses and webinars for RDs to earn credit toward their license recertification. These courses and webinars can be sponsored, offering companies significant branding opportunities plus the chance to show their support for the continuing education of these influential professionals.

Today's Dietitian

PUBLISHED SINCE: 1999

FREQUENCY: Monthly

SUBSCRIBERS: 40,000*

E-NEWSLETTER SUBSCRIBERS: 33,572*

MONTHLY WEBSITE USERS: 145,496**

AUDIENCE: Registered dietitians and nutrition professionals, including:

- Clinical dietitians
- Consultant dietitians
- Clinical nutrition counselors
- Foodservice managers
- Certified diabetes educators
- Culinary professionals
- And other credentialed professionals allied to the field

DISTRIBUTION: Professionals' homes and offices, hospitals, educational institutions, nursing homes, government agencies, food companies, and correctional facilities. Bonus distribution at major industry events.

* Publisher's data

** Source: Google Analytics (average unique visits)



TodaysDietitian



@TodaysDietitian

| | January | February | March | April | May | June | July | August | September | October | November | December |
|-----------------------------|---|---|--|--|---|---|--|--|--|---|--|--|
| Features | Weight Loss Clinical Nutrition Sweeteners | Heart Health Vegetarian Dairy Alternatives | Diabetes Tools The Power of Breakfast Retail Dietitian/ Public Health | Soy Sports Hydration Plant-Based Diets | Living Gluten-Free Mediterranean Diet Milk Alternatives | Healthy Snacking Berries Nutrition & Aging | Obesity Powerful Fruits Foodservice/ K-12 Menu Planning | Diabetes Nutrition Children's Nutrition Top 10 Fiber Foods | Heart Health Whole Grains Food Allergies | Sustainability Vegetarian Dairy | Diabetes Meat & Poultry Frozen Foods | Living Gluten-Free Top 5 Trends for 2016 Protein |
| Departments | Diabetes Eating Disorders Heart Health | Living Gluten-Free Fiber Boomer Health | Education Probiotics Foodservice | Protein For Fitness Children's Nutrition Nutrition Software | Omegas Sports Nutrition Overweight/ Obesity | Diabetes Whole Grains Allergy-Friendly Food | Digestive Wellness Education Antioxidants | Sports Nutrition Living Gluten-Free Foodservice Software | Enteral and Parenteral Nutrition Digestive Wellness Fiber | Geriatric Nutrition Living Gluten-Free Eating Disorders | Vitamins & Supplements Heart Health Herbs & Spices | Digestive Wellness Foodservice Menu Planning Retail RD |
| Space Deadline | December 8 | January 12 | February 9 | March 9 | April 6 | May 4 | June 1 | June 29 | August 3 | August 31 | October 5 | November 9 |
| Material Deadline | January 5 | January 30 | February 27 | March 27 | April 24 | May 22 | June 19 | July 17 | August 21 | September 18 | October 23 | November 27 |
| Recruitment Deadline | January 8 | February 5 | March 5 | April 2 | April 30 | May 28 | June 25 | July 23 | August 27 | September 24 | October 29 | December 3 |
| Bonus Distribution | ASPEN Clinical Nutrition Week | Expo West | Oldways Supermarket Dietitian Symposium WV AND Clinical Nutrition DPG DC AND MO AND CDA | SCAN NE AND KS DA DE DA | Today's Dietitian 2nd Annual Spring Symposium | Florida Dietetic Association Annual Symposium | Florida Dietetic Association Annual Symposium | AADE ANFP | 2015 National Conference | 2015 National Conference | | |
| SPECIAL | Winter Product & Service Showcase Conference Issue | American Heart Month Heart Health Showcase Conference Issue | Celebrating Nutrition Nutrition Showcase Conference Issue | National Soyfoods Month Spring Product Showcase Conference Issue | National Celiac Disease Awareness Month Gluten-Free Resource Guide Symposium Showcase Conference Issue | Conference Issue | Summer Product & Service Showcase Conference Issue Today's Dietitian Spring Symposium Wrap-Up | Diabetes Resource Guide Conference Issue | National Cholesterol Education Month National Conference Issue Conference Showcase | Fall Showcase National Conference Issue | American Diabetes Month Diabetes Showcase | Annual Resource Guide |

* Subject to change

FOUR-COLOR RATES (CONTACT ACCOUNT EXECUTIVE FOR BLACK-AND-WHITE RATES)

| Size | Open | 3x | 6x | 9x | 12x | 18x | 24x |
|----------------|---------|---------|---------|---------|---------|---------|---------|
| Full Page | \$8,865 | \$8,525 | \$8,175 | \$7,955 | \$7,625 | \$7,430 | \$7,240 |
| 2/3 Page | \$7,355 | \$7,105 | \$6,875 | \$6,715 | \$6,520 | \$6,330 | \$6,205 |
| 1/2 Page Vert | \$5,795 | \$5,615 | \$5,490 | \$5,405 | \$5,260 | \$5,195 | \$5,105 |
| 1/2 Page Horiz | \$5,575 | \$5,390 | \$5,260 | \$5,180 | \$5,020 | \$4,945 | \$4,880 |
| 1/3 Page | \$4,965 | \$4,840 | \$4,785 | \$4,580 | \$4,470 | \$4,370 | \$4,260 |
| 1/4 Page Horiz | \$4,545 | \$4,405 | \$4,360 | \$4,235 | \$4,150 | \$4,085 | \$4,020 |
| 1/4 Page Vert | \$4,115 | \$3,970 | \$3,930 | \$3,890 | \$3,830 | \$3,810 | \$3,785 |
| Print Banner | \$2,410 | \$2,360 | \$2,300 | \$2,260 | \$2,215 | \$2,195 | \$2,160 |

All print advertisements receive double exposure through our digital companion, which is posted on our website, www.TodaysDietitian.com.

Premium Placement

BACK COVER: +30%

INSIDE FRONT COVER: +25%

PAGE 3: +25%

INSIDE BACK COVER: +20%

OPPOSITE TABLE OF CONTENTS: +20%

OPPOSITE MASTHEAD: +20%

FRANCHISE OR OTHER PREFERRED POSITIONS:
+10% to 15%

CONFERENCE ISSUES: +10%

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests. Additional premiums may apply to conference issues.

SHOWCASE AD: \$1,995

Showcase your product or service in a news release format. Supply a 4" x 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy. Hosted on publication website for 12 months. No additional design elements needed or accepted.

PRODUCT PREVIEW: \$1,585

Supply a 40-word product description and a 4" x 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

RESOURCE GUIDE LISTINGS: \$895

DATEBOOK

1 insertion: \$350; 2 insertions: \$335 each;
3 or more: \$315 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at www.TodaysDietitian.com/terms.



(Sample Belly Band)

High-Impact Placements

High-impact placements include belly bands, cover stickers, french gates, etc. Contact your account executive for more details.

INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.

Diabetes Resource Guide

Live links to each of these brands will be posted on our website at www.TodaysDietitian.com/resourceguide for 12 months.

| | | | | | |
|---|---|---|--|---|---|
| <p>Canada's newest food health claim Eating barley flour helps to reduce cholesterol. This great grain also levels glucose response and helps with satiety. Visit GoBarley.com for more recipes and nutrition information today!</p> | <p>Alliance for Potato Research & Education The Alliance for Potato Research and Education is your go-to nutrition science resource on potatoes in all forms. Visit our website for the science on how the affordable, nutrient-dense potato—whether baked, boiled, fried or roasted—fits in a healthy, well-balanced diet. Join AARE today at www.aare.org</p> | <p>American Association of Diabetes Educators Enhance Your Knowledge of Diabetes Education—Connect With Over 12,500 Professional Diabetes Educators AADE is your source for: • continuing education • multidisciplinary networking opportunities • reimbursement guidance Connect with healthcare professionals and stay current with diabetes education and care. Join AADE today at www.aadediabetes.org/join</p> | <p>Center for Hope of the Sierra, located near beautiful Lake Tahoe in Reno, NV, offers comprehensive care to adolescents and adult males and females suffering from eating disorders and other related and co-occurring diagnoses. We offer an elite program to offer specifically residential track for women suffering from co-occurring diabetes mellitus and an eating disorder. If you or someone you know is suffering, please contact us at 775-822-4906 www.CenterforHopeoftheSierra.com</p> | <p>A natural and clinically proven ingredient for blood sugar management* using a patented water extraction process that separates and increases concentration for soluble compounds from beneficial water-soluble compounds. CFEUL is safe, highly absorbable and is an FDA-registered plant of at least 24 Type A Polymers. Vitality® Nutritional Science, Inc. 10000 New Center Suite 100-100 Dallas, TX 75243 Phone: 1-822-33-5645 www.cfeul.com Email: info@vitalityns.com <small>*Clinical studies have shown that CFEUL significantly reduces HbA1c levels in patients with Type 2 Diabetes Mellitus.</small></p> | <p>Provided a National Comprehensive Diabetes Review Course for dietitian professionals. 12 CEUs are applied for at CDR. Good review for the CDE Exam. Next class October 18-19, 2013 in Davie, Florida. Tuition: \$299 Please visit www.diabeteswellnessco.com. DWC is a recognized nationally-oriented business and professional webinar on TV.</p> |
| <p>Cascadia is a zero-calorie, sporty flavored sugar-free line of sodas, glazes and more. Cascadia has water from a delightful far country with natural juices and is available in over 100 different flavors! Visit CascadiaWater.com to check out taste availability. Cascadia Ice PO Box 2146, Everett, WA 98213-2146 Phone: 425-247-0959 Fax: 425-247-5080 E-mail: Cascadia@CascadiaWater.com</p> | <p>CABOT, maker of the world's best all-natural, zero-calorie, zero-sugar, zero-calorie with zero half-salt and cholesterol of regular cheddar, offers support for healthy education programs for the other team: Professional Research Center to find out more about our sampling program, recipes, videos and more. CABOT Dairy Cooperative 1 Horse Farm Way Montpelier, VT 05602 Phone: 802-243-9341 Fax: 802-271-2020 www.cabotdairy.com/healthprofessionals</p> | <p>Do Low-Calorie Sweeteners Like Aspartame Cause Weight Gain or Diabetes? The Answer and Free CPES Available at: www.CalorieControl.org Calorie Control Council</p> | <p>Helping manage weight & wellness High Protein Low Glycemic Index Gluten Free Nutritious No Trans Fats FOR A FREE MEAL PLAN SAMPLE kaysnaturals.com or call 1-800-441-7200</p> | <p>Your Health. Your Life. Our Passion.™ Konsyl Pharmaceuticals is the manufacturer, distributor, and marketer of natural appetite fiber products. Konsyl Original Formula, the #1 doctor recommended natural appetite fiber supplement, helps lower cholesterol to promote heart health, is gluten-free and contains no sugar or sugar substitutes. Learn more about the full line of Konsyl fiber products at www.konsyl.com or to order Konsyl samples and handouts for your patients, big copy www.konsyl.com/sample-request-ids and www.konsyl.com/handout-request-ids.</p> | <p>Liviga is a simple solution for healthy eating. To help guide consumers to eat healthy portions of every food, we created a line of beautiful, easy-to-use portion dividers and glasses with proprietary designs incorporating the psychology of eating. Study new ways and your dieting right starts here! Our products are BPA, Phthalate, and BPS-free. Live in a liviga glass and live smart. Discover Liviga's healthy lifestyle and live smart. Liviga E-mail: info@liviga.com www.liviga.com</p> |
| <p>Blood Pressure Down By Janet Kund Brill, Ph.D., R.D., LDN</p> <p>For the 78 million Americans with hypertension, a safe, effective plan for lowering blood pressure without prescription drugs. Available now at www.Amazon.com or www.BMIQ.com.</p> | <p>Add a Comprehensive Medical Obesity Management Program to Your Practice Our web system and program materials make it easy for you to deliver a comprehensive weight loss program in your office! • All Program Material Provided • Online Tools and Resources • Equipped site • CMS & HIPAA Compliant Get started today for only \$29.99 at www.BMIQ.com/pro</p> | <p>Metax™, a prescription medical food, provides the distinct nutritional requirements needed by patients with diabetic neuropathy to maintain blood flow to nerves. Metax is a unique combination of natural ingredients that are safe and effective. Metax is available for more than 100 different neuropathic conditions (available upon request). To learn more, visit Metax.com</p> | <p>NEWtritious™ is a meal replacement in the form of a drink made from a variety of alternative to those sugar sweet drinks and perfect for keeping "Diabetes At Bay." is delicious!</p> | <p>Clients can't stop eating? Give them a resource for life. Share the quiz at no.org. Click here for video </p> | |

2015 Resource Guide Issues

MAY: Gluten-Free
AUGUST: Diabetes
DECEMBER: 2016 Resource Guide

(Sample Resource Guide Spread)

Today's Dietitian Resource Guides are effective, targeted vehicles for the industry's finest companies, product lines, brands, and services. Well known for providing our loyal audience with complete product information and new connections, our Resource Guides assist and inform professionals in making their year-round purchasing decisions.

All Resource Guide Listings Include:

- 2.22" x 2.75" four-color ad space, formatted 9 ads to a printed page
- Contact information and logo (300 dpi)
- Up to 40 words of copy
- Added exposure in the interactive digital edition
- A 12-month online listing on our website, with direct links to any website or webpage
- All for only \$895**

Increase your exposure within the **Today's Dietitian** Resource Guides, with a larger display ad placement to appear within the editorial pages of the same issue. Contact your account executive for the same issue. Contact your account executive for special packages.

Sponsored Content

Gluten-Free Showcase



Looking for a soda without the guilt? Look no further than Zevia Zero Calorie Soda! Give your patients The Seltzer Soda with no alcohols or artificial sweeteners. Zevia is the all natural, stevia sweetened, gluten free soda that contains no sugar and no phosphoric acid. This great tasting diet soda is available in 10 great flavors you'll love. Would you like to receive samples and coupons? Visit www.zevia.com/wellness today!

www.zevia.com/wellness
855.00.ZEVIA (855.469.3842)



Simple. Smart. Delicious.

- All Natural
- No Preservatives
- Gluten Free
- Nearly 20 Vitamins and Minerals
- Grab & Go for Lunchbox or Snack

ATTENTION DIETITIANS
We want to help you spread the good news about avocados and guacamole. Need recipe and insight? We've got you! Need fun avocado facts to share? We've got those too! Visit WhollyFR.com for product and nutritional info and learn how you can Guac Around the Clock!

www.whollyfr.com



Hospitals and Schools Continue to Get Involved in Organics
In 1984, Suzanne's Specialties began supplying quality ingredients for the organic and natural foods markets. Our extensive product line includes Gluten-Free natural sweeteners and many Organic products including Central and Original Rice Syrup, Maple Rice Syrup, Agave Syrup, Wildflower Honey, Just Like Honey, Blackberry Molasses, and many other products essential to Organic and Gluten-Free diets.

Call us at 800-762-2118 or visit us at www.suzannespecialties.com.

Sponsored Content

Gluten-Free Showcase



Nature's Yoke Provides Healthy Eggs
Nature's Yoke provides nutritious eggs that were created on small family farms in Amish Country, Lancaster County. Nature's Yoke is committed to sustainable farming, and we support local farmers who raise our chickens in cage-free environments.

For more information call 888-469-3447 or visit www.NaturesYoke.com.



Crowd-pleasers that also satisfy special needs:

Instant NEWtritious™ – meal replacement soups
White Cream™ Probiotic Defense – soft serve dessert
Shred Appeal™ – multigrain saucy instant pudding
Meatloaf Tomato™ – multigrain Bloody Mary mix
Alpha Omega™ – makes your smoothies a meal replacement

NEWtritious™
All-natural

- Gluten-Free
- No Artificial Flavors
- No Artificial Colors
- No Artificial Sweeteners
- No Artificial Preservatives

www.NEWtritious.com



New Look. Powerful Promise!
lanté's new packaging supports a more powerful brand promise of "Healthy Foods for Life." A multi-faceted combination of immune, allergy-friendly, family-friendly, convenience friendly, tasteful friendly and health-friendly. Consumers trust lanté. Since 2003 lanté has pioneered all natural allergy-friendly foods that have helped millions of consumers with food allergies live the care-free, worry-free lifestyle they deserve.

To learn more about the food allergens that lanté's products are free from, visit lantenaturalfoods.com or call 800-543-6637.



Leading scientific support for Celiac Disease and Gluten Sensitivity
Support for Healthcare Professionals and Patients

The Dr. Schär Institute is the leading healthcare professional resource specializing in celiac disease and gluten sensitivity. Our online and print materials provide the cutting edge information on the diagnosis and management of gluten related disorders.

Dr. Schär also offers extensive support for patients including free educational materials, samples, and dedicated customer care.

Register Free today!
www.drshaer-institute.com/us



Living Now – Allergy-Friendly Foods for a Healthy Life
Living Now is more than just a brand of gluten free and allergy friendly foods—it's a way of life for anyone with food sensitivities. We offer wholesome, healthy, natural and organic foods that are made without the eight major common allergens including wheat, nuts, soy, dairy, eggs, and fish. All Living Now products are proudly produced in a dedicated, certified gluten-free, allergy friendly, kosher facility and include grains, flour, and mixes.

Visit LivingNowFoods.com for more information.

58 today's dietitian June 2013 59

2015 Showcase Issues

JANUARY: Winter
FEBRUARY: Heart Health
MARCH: Nutrition
APRIL: Spring
MAY: Symposium
JULY: Summer
SEPTEMBER: National Conference
OCTOBER: Fall
NOVEMBER: Diabetes

(Sample Showcase Spread)

Today's Dietitian Product & Service Showcases help our audience of RDs and nutrition professionals learn about what's available in the marketplace while enhancing advertising campaigns. This cost-effective, high-profile opportunity positions the advertiser's product information, service offerings, and company messaging directly in front of these influential professionals in an appealing and unique format.

Product & Service Showcases Include:

Space approximately the size of a quarter-page ad

70-word product description displayed in news release format

Accompanying four-color image

Company contact information and URL

No additional design elements needed or accepted

All for only \$1,995

Leaderboard*
(728 × 90 pixels)

| | |
|------|---------|
| Open | \$2,970 |
| 3x | \$2,915 |
| 6x | \$2,855 |
| 9x | \$2,785 |
| 12x | \$2,695 |

Full Banner (Top)
(468 × 60 pixels)

| | |
|------|---------|
| Open | \$2,235 |
| 3x | \$2,185 |
| 6x | \$2,125 |
| 9x | \$2,075 |
| 12x | \$2,000 |

Wide Skyscraper*
(160 × 600 pixels)

| | |
|------|---------|
| Open | \$3,355 |
| 3x | \$3,290 |
| 6x | \$3,220 |
| 9x | \$3,165 |
| 12x | \$3,075 |

Button*
(120 × 60 pixels)

| | |
|------|---------|
| Open | \$1,115 |
| 3x | \$1,085 |
| 6x | \$1,040 |
| 9x | \$1,000 |
| 12x | \$955 |



Medium Rectangle*
(300 × 250 pixels)

| | |
|------|---------|
| Open | \$2,750 |
| 3x | \$2,695 |
| 6x | \$2,640 |
| 9x | \$2,580 |
| 12x | \$2,500 |

3:1 Rectangle*
(300 × 100 pixels)

| | |
|------|---------|
| Open | \$1,960 |
| 3x | \$1,920 |
| 6x | \$1,865 |
| 9x | \$1,820 |
| 12x | \$1,780 |

Full Banner
(468 × 60 pixels)
Homepage Only

| | |
|------|---------|
| Open | \$1,455 |
| 3x | \$1,395 |
| 6x | \$1,350 |
| 9x | \$1,285 |
| 12x | \$1,230 |

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.



(Sample intro page ad)

Intro Page Ad on Digital Editions

In this era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Every month, our interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

Each digital issue has an introduction page opposite the cover where advertisers can place their messages. The benefits of this high-impact placement are:

- It's certain to be seen by all digital edition readers.
- Space is exclusive to one advertiser per issue.
- It's an interactive ad that includes direct links to the webpage or website chosen by the advertiser.
- It's one of the most effective stand-alone placements available for product and branding messaging.

PRICE: \$2,995 per issue

Interstitial Ad

This high-profile placement allows the advertiser to “take over” the popular *Today's Dietitian* website when someone visits. Providing an exclusive and prominent forum for product and branding images and messaging, as well as a direct link to any webpage or website, this large, powerful ad appears in front of our homepage until it is closed manually by the visitor.

MONTHLY PRICE: \$6,750

For information on additional high-impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, call your account executive.

Digital Ad Packages

Combining the consistency of a website banner, the direct delivery of a banner in our monthly e-Newsletter, and the power of our subscriber list and your brand message, these packages deliver a multichannel punch that is certain to reach the influential professionals in our audience. Standard and Premium packages are available to fit your budget and timing needs.

Premium Package

- HTML custom e-blast to full e-subscriber list
- Full banner (468 × 60) within content in our e-Newsletter
- 30-day sitewide wide skyscraper (160 × 600) banner on the magazine's website

PRICE: \$10,425

Standard Package

- HTML custom e-blast to full e-subscriber list
- Rectangle (180 × 150) within content in our e-Newsletter
- 30-day sitewide 3:1 Rectangle (300 × 100) on the magazine's website

PRICE: \$9,195

Ask your account executive about options and pricing for these great additions to your marketing plan.



(Sample Custom Digital Supplement)

Custom Digital Supplements

Our custom digital supplements are stand alone editorial pieces that deliver your message in a style and format that are certain to be read.

By allowing us to take your white paper, news release, brochure, or informational packet and enhance it with rich media such as audio, video, or Flash animation, you instantly initiate greater reader engagement and response. That, coupled with targeting your custom digital supplement to our responsive group of influential professionals, ensures successful delivery of your message.

These custom digital supplements make great sales tools that have a never-ending shelf life and are easily distributed via e-mail, websites, and social media channels.

With packages starting at just \$9,990, you will receive full marketing support to our entire audience, plus many options for editorial support and expanded pages.

For the full range of options regarding this high-impact advertising opportunity, please call your account executive.

White Papers and Press Releases

Post your white paper or press release on our website exclusively for 30 days. A link to your content will be prominently placed on our homepage and reside in its own section of the website.

Online Advertorial Package

Advertiser receives content control of a subsection of our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage.

PRICE: \$2,995

E-Newsletters

Placing a banner on the *Today's Dietitian* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

Monthly Features

- JANUARY:** Overweight/Obesity
- FEBRUARY:** American Heart Month, Heart Health
- MARCH:** Celebrating Nutrition, Oldways Supermarket RD Symposium
- APRIL:** SCAN, Sports Nutrition
- MAY:** Previewing *TD's* CE Spring Symposium, National Celiac Awareness Month
- JUNE:** News from *TD's* CE Spring Symposium, Healthy Snacking
- JULY:** Previewing AADE & ANFP, Foodservice Menu Planning
- AUGUST:** News from AADE, Diabetes
- SEPTEMBER:** Nashville National Conference Preview, Whole Grains
- OCTOBER:** News from the Nashville National Conference, Vegetarian Nutrition
- NOVEMBER:** American Diabetes Month, Diabetes
- DECEMBER:** Holiday Nutrition, Fiber, Allergy Friendly



(Sample e-Newsletter)



(Sample e-mail marketing)

E-Mail Marketing

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential nutrition professionals. This targeted and cost-effective method of reaching *Today's Dietitian's* audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message, or we can simply take your design and deliver it to our double opt-in list of professional subscribers.

FULL LIST E-BLAST: \$8,995
 \$395 per 1,000 names for quantities under 23,000

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placements page for special package pricing and high-visibility placements.

| Size | Open | 3x | 6x | 9x | 12x |
|---|---------|---------|---------|---------|---------|
| Leaderboard* (728 × 90 pixels) | \$3,295 | \$3,235 | \$3,165 | \$3,095 | \$2,995 |
| Wide Skyscraper* (160 × 600 pixels) | \$3,725 | \$3,650 | \$3,575 | \$3,510 | \$3,410 |
| Medium Rectangle* (300 × 250 pixels) | \$3,055 | \$2,990 | \$2,930 | \$2,860 | \$2,775 |
| 3:1 Rectangle* (300 × 100 pixels) | \$2,180 | \$2,125 | \$2,070 | \$2,020 | \$1,970 |
| Full Banner (468 × 60 pixels) | \$1,615 | \$1,550 | \$1,500 | \$1,425 | \$1,365 |
| Rectangle* (180 × 150 pixels) | \$1,240 | \$1,200 | \$1,150 | \$1,110 | \$1,060 |

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



The *Today's Dietitian* Continuing Education Learning Library is a professional development resource that provides CDR-accredited continuing education credits online for RDs and other nutrition professionals through self-study courses, webinars, and books. Ours is a low-stress, cost-efficient way for RDs to earn as many credits as they need for recertification requirements and overall career enhancement.

Sponsorship of Self-Study Courses and Webinars

Our self-study courses and webinars are high-impact, targeted opportunities for advertisers to reach our established audience of influential dietitians, certified dietary managers, certified diabetes educators, and other specialists in the field of nutrition and dietetics.

The presence of your company logo or brand identity associated with these peer-reviewed, informative articles and expert-hosted webinars provides a unique opportunity to inform audience members who regularly design meal plans, create recipes, author books, and recommend specific products for their clients.



Spring Symposium

This May in Las Vegas, *Today's Dietitian* will host our second annual Spring Symposium, a three-day continuing education and networking event for dietitians and other nutrition professionals. Attendees can earn up to 15 CEUs by participating in sessions led by well-known experts on key topics. Our program also includes a variety of networking events, catered breaks, luncheons, and workshops where professionals can interact with their peers and the speakers.

Symposium sponsorship opportunities are available for companies looking to promote their brands to our following of dietitians. Call for sponsorship information and to learn about other upcoming events.

For more information about sponsorship, contact Gigi Grillot at 646-942-2214 or email ggrillot@gvpub.com.

Print Material Specifications

PREFERRED FILE FORMAT: PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.

COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

TOTAL AREA COVERAGE: Maximum ink density is 300%

LINE SCREEN: 133 lpi

MINIMUM IMAGE RESOLUTION: 300 dpi

No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork will be charged at a rate of \$95 per hour.

Hard-Copy Proofs

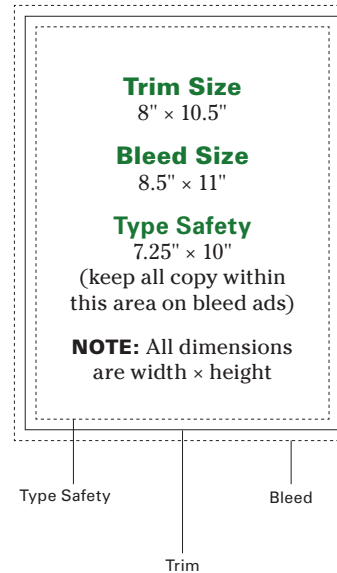
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Today's Dietitian* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar). Send to address under File Submission.

File Submission

E-MAIL: TDads@gvpub.com
For files under 10 MB

FTP: Available for larger files. Please contact your account executive for more information.

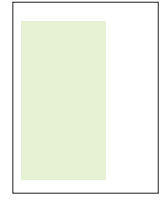
MAIL: 3801 Schuylkill Road
Spring City, PA 19475



Full Page (Bleed)
8.5" x 11"



Full Page (Border)
7" x 9.5"



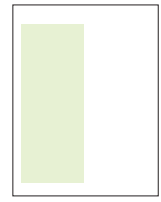
2/3
4.5" x 8.669"



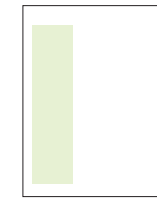
1/2 (Bleed)
8.5" x 5.5"



1/2 Horizontal
7" x 4.237"



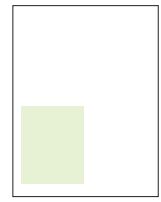
1/2 Vertical
3.415" x 8.669"



1/3
2.22" x 8.669"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

E-Mail Marketing Specifications

PREFERRED FILE FORMAT: HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

FILE SIZE: HTML file size should not exceed 150 KB and be within 500 to 700 pixels wide.

No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

PRODUCTION COSTS: E-blast creation will be charged at a rate of \$350 per hour. E-blast corrections will be charged at a rate of \$125 per hour.

Website Banners

ACCEPTED FORMATS: JPG, GIF, PNG, Flash SWF (requires clickTAG), third-party ad tags. (Note: Files without extensions will not be accepted.)

MAX FILE SIZE: 100 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

E-Newsletter Banners

ACCEPTED FORMATS: JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

MAX FILE SIZE: 40 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

Digital Magazine Specifications

PREFERRED FILE FORMAT: PDF and PDF/X1a only

COLORS: RGB

VIDEO AND AUDIO SPECIFICATIONS: Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

FLASH REQUIREMENTS: All programming must be Actionscript 3 (AS3) compatible. Simple animations can use AS2, but any complex events such as button events must be AS3. (In general, Zmags doesn't support AS2.) All AS3 movies should target Flash Player version 9. Use a frame rate of 30 fps, as this is what the viewer uses. Animations should be kept in individual movie clips and placed on the root timeline. Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

SYSTEM REQUIREMENTS: Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and the minimum Flash version required is 9.0.115. If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML. The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 × 1024 and 1024 × 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.