

## The Magazine for Nutrition Professionals

**Today's Dietitian** is the only magazine written specifically for registered dietitians and nutrition professionals. With more than a decade of experience serving this influential professional community, **Today's Dietitian** is renowned as the most reliable resource for nutrition trends, education, private practice advice, news, and information.

**Today's Dietitian** covers the subjects nutrition professionals want to read about. Each month our content provides best practices and recommendations for their clients, including diabetes management, heart health, food allergies, and weight control, as well as the latest in nutrition research, supplements, and culinary trends, including gluten-free living, vegan and vegetarian diets, organic foods, and more.

Delivering information from an independent voice and in a style professionals want, **Today's Dietitian** has built a sterling reputation among RDs and nutrition professionals. As their trustworthy resource, **Today's Dietitian** is an outstanding platform to reach and influence professionals with your product or, service or as an effective method for recruiting the best professional talent.

A valuable asset to any advertisement campaign, each print issue of **Today's Dietitian** offers double exposure through our digital companion, which is posted each month on our website, [www.TodaysDietitian.com](http://www.TodaysDietitian.com). This interactive platform offers advertisers live links to their company or product, along with the opportunity to integrate live media. This, combined with our social media platform promotions, makes our multi-channel approach the ideal tool for your company, product, or service. ❁

As an added benefit to being in the magazine, all print advertisements in **Today's Dietitian** receive double exposure through our digital companion, which accompanies each issue and is posted on our website at [www.TodaysDietitian.com](http://www.TodaysDietitian.com).



### Our Menu

**PUBLISHED SINCE:** 1999  
**FREQUENCY:** Monthly  
**CIRCULATION:** 40,000  
**READERSHIP:** 110,000

**AUDIENCE:** Registered dietitians and nutrition professionals, including:

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

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

**WEBSITE:**  
[www.TodaysDietitian.com](http://www.TodaysDietitian.com)

**DIGITAL EDITION:**  
[www.TodaysDietitian.com/digital](http://www.TodaysDietitian.com/digital)



## 2012 Editorial Calendar\*

### January

#### Featured Topics

Omega Fats  
Enteral Nutrition  
Weight Loss

#### Featured Departments

50+ Nutrition  
Foodservice  
Sports Nutrition

**SPACE DEADLINE:** December 5  
**MATERIALS DUE DATE:** December 23

RECRUITMENT AD DEADLINE: January 5

#### BONUS DISTRIBUTION

ASPEN Clinical Nutrition Week

### February

(American Heart Month)

#### Featured Topics

Heart Health  
Vegetarian Nutrition  
Chocolate

#### Featured Departments

Diabetes  
Clinical Nutrition Support  
Vitamins and Supplements

**SPACE DEADLINE:** January 9  
**MATERIALS DUE DATE:** January 27

RECRUITMENT AD DEADLINE: February 2

#### BONUS DISTRIBUTION

Expo West

### March

(National Nutrition Month)

#### Featured Topics

Healthy Aging  
Antioxidants  
Break for Breakfast

#### Featured Departments

Children's Health  
Diabetes  
Food Allergies and Intolerances

**SPACE DEADLINE:** February 6  
**MATERIALS DUE DATE:** February 24

RECRUITMENT AD DEADLINE: March 1

### April

(National Soyfoods Month)

#### Featured Topics

Sports Nutrition  
Functional Foods  
Fiber

#### Featured Departments

Digestive Wellness  
50+ Nutrition  
Foodservice

**SPACE DEADLINE:** March 5  
**MATERIALS DUE DATE:** March 23

RECRUITMENT AD DEADLINE: March 29

#### BONUS DISTRIBUTION

SCAN, California Dietetic Association Conference

### May

(National Celiac Disease Awareness Month)

#### Gluten-Free Buyers' Guide

#### Featured Topics

Women's Health  
Mediterranean Diet  
Gluten Free and Healthy

#### Featured Departments

Diabetes  
Food Allergies and Intolerances  
Heart Health

**SPACE DEADLINE:** April 2  
**MATERIALS DUE DATE:** April 20

RECRUITMENT AD DEADLINE: April 26

### June

(Men's Health Month)

#### Featured Topics

Whole Grains  
Men's Health  
Smart Snacks

#### Featured Departments

Children's Health  
Digestive Wellness  
Heart Health

**SPACE DEADLINE:** April 30  
**MATERIALS DUE DATE:** May 18

RECRUITMENT AD DEADLINE: May 23

#### BONUS DISTRIBUTION

Florida Dietetic Association Annual Symposium

\*Subject to change



## 2012 Editorial Calendar\*

### July

#### Featured Topics

Foodservice  
School Nutrition  
Probiotics

#### Featured Departments

Diabetes  
Food Allergies and Intolerances  
Sports Nutrition

**SPACE DEADLINE:** May 29  
**MATERIALS DUE DATE:** June 15

RECRUITMENT AD DEADLINE: June 21

#### BONUS DISTRIBUTION

Association of Nutrition and  
Foodservice Professionals (ANFP),  
formerly DMA  
Florida Dietetic Association  
Annual Symposium

### August

#### Diabetes Buyers' Guide

#### Featured Topics

Diabetes Management  
Infant/Toddler Nutrition  
Dairy Substitutes

#### Featured Departments

Diabetes  
50+ Nutrition  
Heart Health

**SPACE DEADLINE:** June 25  
**MATERIALS DUE DATE:** July 13

RECRUITMENT AD DEADLINE: July 19

#### BONUS DISTRIBUTION AADE

### September

(National Cholesterol Education  
Month)

#### Featured Topics

Food Allergies  
Sweeteners  
Whole Grains

#### Featured Departments

Children's Health  
Digestive Wellness  
Vitamins and Supplements

**SPACE DEADLINE:** July 30  
**MATERIALS DUE DATE:** August 17

RECRUITMENT AD DEADLINE: August 23

#### BONUS DISTRIBUTION FNCE

### October

#### Featured Topics

Frozen Foods  
Dairy  
Hospital Nutrition

#### Featured Departments

50+ Nutrition  
Foodservice  
Sports Nutrition

**SPACE DEADLINE:** September 4  
**MATERIALS DUE DATE:** September 21

RECRUITMENT AD DEADLINE: September 27

#### BONUS DISTRIBUTION FNCE

### November

(American Diabetes Month)

#### Featured Topics

Diabetes Diet  
Gluten-Free Goodness  
Overweight and Obesity Issues

#### Featured Departments

Diabetes  
Food Allergies and Intolerances  
Heart Health

**SPACE DEADLINE:** October 15  
**MATERIALS DUE DATE:** November 2

RECRUITMENT AD DEADLINE: November 8

### December

#### Annual Buyers' Guide

#### Featured Topics

Fiber  
Healthy Holiday Foods  
Children's Nutrition

#### Featured Departments

Children's Health  
Digestive Wellness  
Vitamins and Supplements

**SPACE DEADLINE:** November 12  
**MATERIALS DUE DATE:** November 30

RECRUITMENT AD DEADLINE: December 6

\*Subject to change

## Display Advertising Rates

**Four-Color Rates** (Frequency rates may be combined with *Today's Diet & Nutrition*.\*)

SIZE	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$7,590	\$7,300	\$7,000	\$6,815	\$6,525	\$6,365	\$6,200
2/3 Page	\$6,300	\$6,080	\$5,885	\$5,750	\$5,585	\$5,420	\$5,310
1/2 Page Vert	\$4,965	\$4,810	\$4,700	\$4,625	\$4,505	\$4,445	\$4,370
1/2 Page Horiz	\$4,770	\$4,615	\$4,505	\$4,430	\$4,295	\$4,235	\$4,175
1/3 Page	\$4,250	\$4,140	\$4,095	\$3,920	\$3,820	\$3,740	\$3,645
1/4 Page	\$3,520	\$3,395	\$3,365	\$3,330	\$3,275	\$3,260	\$3,235
1/6 Page**	\$2,060	\$2,020	\$1,965	\$1,930	\$1,900	\$1,880	\$1,850
1/9 Page**	\$1,585	\$1,570	\$1,585	\$1,510	\$1,480	\$1,470	\$1,445
1/12 Page**	\$1,320	\$1,310	\$1,300	\$1,290	\$1,270	\$1,260	\$1,250

\*Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for material specs.  
\*\*1/6, 1/9, and 1/12 page display ads are placed in the *Today's Dietitian* Marketplace section. Agency commission not applicable to Marketplace rates.  
For black and white rates, please call your account executive.

### 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 cancellations permitted with premium positions.  
Additional premiums may apply to conference issues.)

#### PRODUCT PREVIEW: \$1,095

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.

#### PRINT BANNER: \$1,485

Run of book, 7" x 1.125"

#### BUYERS' GUIDE LISTINGS: \$749

Contact your account executive for details.  
Agency commission not applicable to Buyers' Guide listings.

#### DATEBOOK

1 insertion: \$305; 2 insertions: \$280 each;  
3 or more: \$255 each

#### INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

All print advertisements receive double exposure through our digital companion, which is posted on our website, [www.TodaysDietitian.com](http://www.TodaysDietitian.com). For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.

## Display Material Specifications

### MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. **Send materials to TDads@gvpub.com** and specify in which issue the ad is to be placed.
- Pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. RGB color and JPEG file formats are not accepted.
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc. **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or Multiple Master fonts. Black text should not be RGB or 4-color black.

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

### PRODUCTION SERVICES

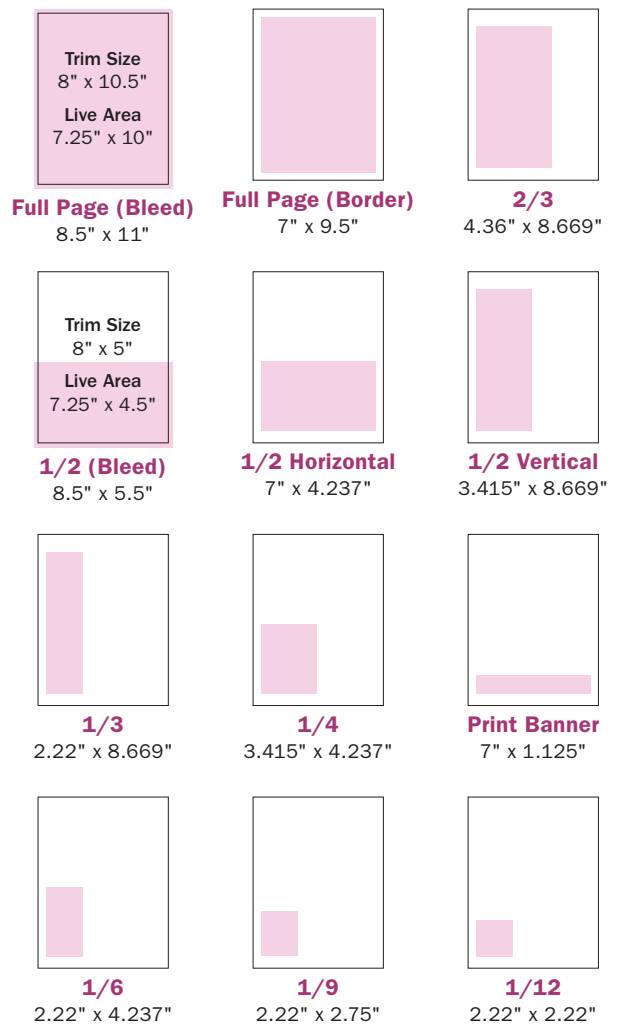
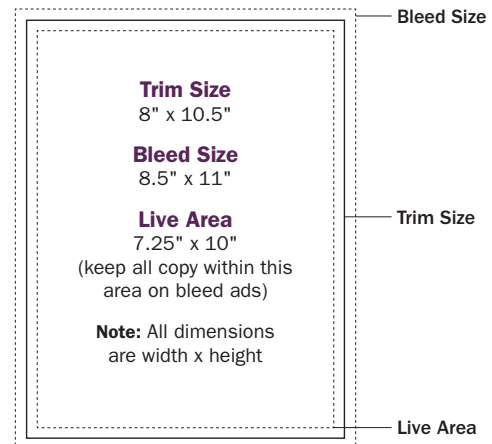
Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

### TERMS

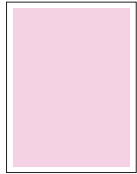
Net cash 30 days. A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

### ALTERATIONS AND CANCELLATIONS

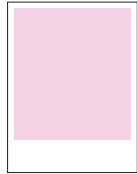
If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "closing date" will be billed at full contract rate. NO cancellations are accepted for premium positions. ❀



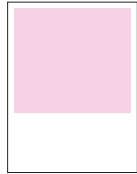
## Recruitment Rates



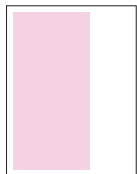
**Full Page**  
7.125" x 9.75"



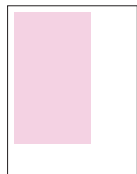
**5/6**  
7.125" x 8.094"



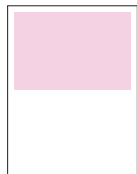
**2/3 Horizontal**  
7.125" x 6.438"



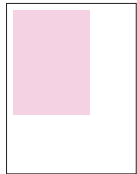
**2/3 Vertical**  
4.708" x 9.75"



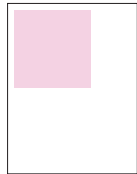
**5/9**  
4.708" x 8.094"



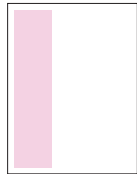
**1/2**  
7.125" x 4.78"



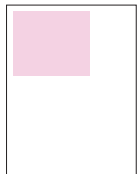
**4/9**  
4.708" x 6.444"



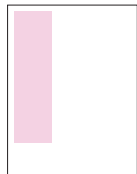
**1/3 Horizontal**  
4.708" x 4.78"



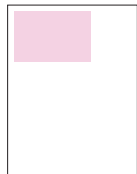
**1/3 Vertical**  
2.292" x 9.75"



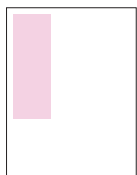
**5/18 Horizontal**  
4.708" x 3.948"



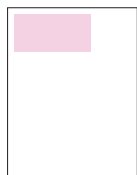
**5/18 Vertical**  
2.292" x 8.094"



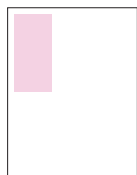
**2/9 Horizontal**  
4.708" x 3.125"



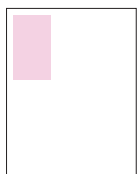
**2/9 Vertical**  
2.292" x 6.444"



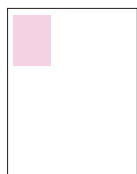
**1/6 Horizontal**  
4.708" x 2.292"



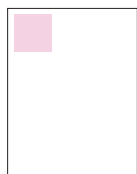
**1/6 Vertical**  
2.292" x 4.78"



**1/8**  
2.292" x 3.948"



**1/9**  
2.292" x 3.125"



**1/12**  
2.292" x 2.292"

Size	Rate
1/12	\$1,045
1/9	\$1,430
1/8	\$1,635
1/6	\$1,875
2/9	\$2,475
5/18	\$2,960
1/3	\$3,655
4/9	\$4,940
1/2	\$5,960
5/9	\$6,305
2/3	\$7,390
5/6	\$10,840
Full Page	\$11,835

See advertising material specifications section for material requirements.

Rates include 4-color process and a free job posting on AlliedHealthCareers.com! All print advertisements receive additional exposure through our digital companion, which is posted on our website, www.TodaysDietitian.com.

### ADVERTISING AGENCY DISCOUNT RATES

Discounts available for both display and recruitment advertising. Recognized advertising agencies receive a discount of 15% gross billing with written documentation and when paid within 30 days. Great Valley Publishing Company shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies as are due and payable to Great Valley Publishing Company for advertising that the advertiser and/or agent ordered.

### LIST RENTALS

Various options are available. Call your sales representative for more information.

### CONTACT YOUR SALES REPRESENTATIVE

**PHONE:** 800-278-4400/610-948-9500

**FAX:** 610-948-4202

**E-MAIL:** sales@gvpub.com

**RECRUITMENT AD SPACE DEADLINE:** Thursday prior to issue date, 6 PM ET. See editorial calendar for specific dates.

**ART DEADLINE:** Call your account executive.

# Recruitment Material Specifications

## DEADLINES

All ads must be received no later than 6 PM ET on the Thursday preceding the Monday issue date. See the editorial calendar page for deadline dates. Ads are grouped geographically by region, making them easier to find.

## MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. **Send materials to TDads@gvpub.com** and specify in which issue the ad is to be placed.
- Pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. RGB color and JPEG file formats are not accepted.
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc. **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or Multiple Master fonts. Black text should not be RGB or 4-color black.

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

## PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

## TERMS

Net cash 30 days. A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc., reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

## INSTRUCTIONS TO ADVERTISERS

Ads can be submitted via e-mail, fax, mail, or phone. Our account executives are knowledgeable in professional terminology and can be of assistance to advertisers in the preparation of ad copy. To place an ad, call 800-278-4400/610-948-9500, fax 610-948-4202, send an e-mail to sales@gvpub.com, or deliver to Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd, Spring City, PA 19475.

## ALTERATIONS AND CANCELLATIONS

There is no charge for cancellations of ads if cancellation occurs within two hours of placement. A charge of \$25 will apply to later cancellations. No changes or cancellations will be accepted on deadline day. For alterations, call your account executive.

## CONTRACT ADVERTISERS

If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "closing date" will be billed at full contract rate.

## ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher. ❁

## Buyers' Guides

**Diabetes Buyers' Guide**

**DiaWEB**  
Web-based Software for Chronic Disease Management  
Key element of the Chronic Care Model  
Customized and patient management  
Convenient user interface  
Downloaded software and support  
Full range of reporting options  
Program specific alerts and reminders  
Optional EMR/EHR integration

**Extend**  
Do your patients need help stabilizing their blood sugar?  
Extend Snacks are clinically proven to help stabilize blood sugar for up to 9 hours - longer than any other snack on the market! Available in shakes, bars, crisps and sticks in wildberry, orange and other varieties.

**Minute**  
We can help.  
With Whole Grain goodness in a hurry  
Delicious, easy flavor  
Complete carbohydrates  
Gluten free  
Cholesterol free  
Contains no trans fat

**LUIGI'S REAL ITALIAN ICE**  
Naturally flavored with real fruit juice, our Specialty Sorbetto LUIGI'S Real Italian Ice is perfect for patients with diabetes and those on other food diets.

**KIBOW**  
Passionate about your health  
Kibow Research specializes in the development of probiotic dietary supplements for improved health. Kibow Research's Probiotic product, Kibow BioCare™, is a patented probiotic formulation that promotes healthy living function. Clinical studies document that Kibow BioCare™'s probiotic and/or probiotics greatly improve the GI of patients, resulting in an improved quality of life.

**AmLactin**  
Serious care for softer skin  
When dry skin calls for a serious solution... Rejuvenate with AmLactin!  
AmLactin® Rejuvenating Moisturizers nourishing formula contains essential humectants, and alpha-hydroxy acid to gently exfoliate and increase hydration levels. AmLactin leaves skin noticeably soft and smooth.

**Walton Farms**  
Calorie Free Specialties  
1200 N. St. Georges  
Linden, NJ 07036  
Phone: 1-800-225-1778  
www.waltonfarms.com  
Email: info@waltonfarms.com  
FreeSamples@waltonfarms.com  
No Calories, Sugar, Carbs, Fat or Gluten  
Walton Farms makes more than 50 Calorie Free Specialties: Chocolate Dip, Caramel Dip, Handmade Dip, Chocolate Syrup, Jamocha Syrup, Fruit Syrup, Peanut Syrup, Ice & Jelly Fruit Sprinkles, Solid Dressings, BBQ Sauce, Mayo, Ketchup, Ketchup Sauce, Pesto Sauce, Veggie & Chip Dip

( Sample Buyers' Guide Spread )

Our annual Buyers' Guides assist nutrition professionals and decision makers with their year-round purchasing decisions. These Buyers' Guides are well known in the field as reliable, convenient resources for dietitians that provide our loyal audience with complete product information and showcase the industry's finest companies, product lines, brands, and services.

All companies looking to reach the nation's influential community of nutrition professionals should be part of our comprehensive Buyers' Guide, published in the December issue.

The May issue will feature our Gluten-Free Buyers' Guide, while the Diabetes Buyers' Guide is set for the August issue. If your company or its products fall into one of these categories, be sure your company is a part of these effective, targeted resources. ❁

### 2012 Buyers' Guide Issues

- MAY:** Gluten Free
- AUGUST:** Diabetes
- DECEMBER:** Comprehensive 2013 Buyers' Guide

#### ALL BUYERS' GUIDE LISTINGS INCLUDE

- 2.25" x 2.75" four-color ad space, formatted 9 ads to a printed page
- Includes company logo (300 dpi)
- Up to 40 words of copy
- Company contact information
- Added exposure in the digital edition
- A 12-month online listing on our website, both with direct links to the website or page of your choice
- All for only \$749

#### TECHNICAL REQUIREMENTS

- Put all important information and contacts in **bold** type.
- Font sizes should be above 7.5pt.
- Avoid using thin or condensed fonts, especially on color backgrounds.
- Logos must be submitted at 300 dpi.
- Do not set up in Photoshop, as text becomes bitmapped.
- Supply artwork as PDF files.



# Custom Digital Publishing



( Sample Digital Supplement )



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 like 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.

If you don't have something already created for us to transform, but have an important, targeted message you'd like to deliver to our audience, then we'll write it for you! Our award-winning editorial team will work with you to develop and deliver the exact message you want, using the same engaging, interactive format and our unique reach to ensure the best results. Additionally, these supplements make great sales tools that have a never-ending shelf life and are easily distributed via e-mail, websites, or social media channels. Ask your sales rep today about how to begin customizing this great addition to your marketing plan. 🌸

## Custom Digital Supplement Pricing

### SPONSORSHIP OPTIONS:

#### OPTION 1

*Excellent for companies promoting new products or programs, white papers, case studies, or advertorial pieces.*

- Advertiser **supplies content**, and *Today's Dietitian* formats provided content into a digital magazine-style format
- PAGE COUNT: Up to **10 PAGES** (Client ad placements will count toward the total page count.)
- RICH MEDIA OPTIONS: Video, Audio, Flash Animation

Rate includes full marketing support: **\$9,990**

#### OPTION 2

- Advertiser chooses a selected topic or specialty for the editorial content
- *Today's Dietitian's* editorial team will produce content related to the chosen topic
- Specific interviews can be conducted, if requested, with provided sources from the advertiser
- We will format into a digital magazine-style supplement
- PAGE COUNT: Up to **10 PAGES** (Advertiser ad placements will count toward the total page count.)
- RICH MEDIA OPTIONS: Video, Audio, Flash Animation

Rate includes full marketing support: **\$14,495**

#### OPTION 3

- Everything listed in **OPTION 2**, plus...
- PAGE COUNT: Up to **16 PAGES** (Client ad placements will count toward the total page count.)

Rate includes full marketing support: **\$16,995**

### MARKETING SUPPORT INCLUDES:

- Piece will be hosted on *Today's Dietitian's* website, www.todaysdietitian.com
- One FULL e-BLAST will be sent to *Today's Dietitian's* entire e-list of double opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in that same month's installment of *Today's Dietitian's* e-Newsletter
- 30-DAY Button Banner will appear on *Today's Dietitian's* website, which will be linked to the advertiser's supplement
- Social Media Marketing Support

### A LA CARTE ITEMS:

- Additional Pages: \$500 per page
- Additional Months of the Button Banner (linked to supplement): \$750 per month

**PLEASE CONTACT YOUR  
SALES REPRESENTATIVE  
ABOUT OTHER CUSTOM  
OPTIONS THAT ARE AVAILABLE.**

## Online Advertising ( Home Page )



( All banner rates based on a 30-day posting. )

SIZE	1X	3X	6X	9X	12X
<b>Leaderboard</b>	\$2,045	\$2,000	\$1,965	\$1,920	\$1,870
<b>Large Square Banner</b>	\$1,825	\$1,790	\$1,760	\$1,710	\$1,660
<b>Skyscraper</b>	\$1,580	\$1,545	\$1,515	\$1,480	\$1,445
<b>Vertical Banner</b>	\$1,340	\$1,315	\$1,280	\$1,255	\$1,225
<b>Square Button</b>	\$920	\$900	\$875	\$855	\$840
<b>Full Banner - Top Position</b>	\$1,460	\$1,430	\$1,400	\$1,370	\$1,330
<b>Half Banner - Top Position</b>	\$980	\$950	\$920	\$905	\$865
<b>Horizontal Button - Middle Position</b>	\$1,260	\$1,235	\$1,220	\$1,180	\$1,145
<b>Full Banner - Middle Position</b>	\$1,070	\$1,050	\$1,030	\$1,010	\$970
<b>Half Banner - Middle Position</b>	\$695	\$680	\$660	\$655	\$625
<b>Horizontal Button - Bottom Position</b>	\$840	\$820	\$805	\$790	\$765
<b>Full Banner - Bottom Position</b>	\$775	\$750	\$740	\$725	\$700
<b>Half Banner - Bottom Position</b>	\$490	\$475	\$465	\$455	\$445

## Online Advertising

( Index Page )



### Index Page

#### Top Sponsor Only

1x	\$1,215
3x	\$1,190
6x	\$1,165
9x	\$1,140
12x	\$1,110

( Article Page )



### Article Page

#### Top Sponsor Only

1x	\$605
3x	\$590
6x	\$580
9x	\$570
12x	\$545

### Digital Advertising Packages

#### A BANNER, A BUTTON & A BLAST (Premium Package)

- Run-of-site skyscraper banner on magazine's website
- Full banner, middle sponsor in our e-newsletter
- HTML e-mail blast to 30K professionals guaranteed

Package Price: **\$9,045**

#### A BANNER, A BUTTON & A BLAST (Standard Package)

- Run-of-site square button on magazine's website
- Half banner within content in our e-newsletter
- HTML e-mail blast to 30K professionals guaranteed

Package Price: **\$8,275**

#### ARTICLE PAGE PACKAGE

- 4 different article sponsorships in one month

Package Price: **\$1,815**

#### CONTENT/ARTICLE PACKAGE

- Content page sponsorship plus 5 article sponsorships for one month

Package Price: **\$3,030**

#### ONLINE ADVERTORIAL PACKAGE

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 website. Company also provides title of navigation link on our home page.

Package Price: **\$2,995**

### Digital Media Specifications

#### WEBSITE BANNERS

Accepted formats: .jpg, .gif (animated or not), Flash .swf, custom script adds.

(Note: Files without extensions will not be accepted.)

#### E-NEWSLETTER BANNERS

Accepted formats: .jpg, .gif (animated or not).

(Note: Flash, custom scripts, and files without extensions will not be accepted.)

All rates are based on a 30-day posting.

#### E-MAIL MARKETING SPECIFICATIONS

- Images in .jpg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.
- No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.

## E-Newsletters

By placing a banner in the popular *Today's Dietitian* monthly e-newsletter, your product or brand message will be delivered directly to the desktops of our subscriber base of influential nutrition professionals. The direct reach will build brand awareness while driving traffic to your website!

Each e-newsletter features content on a subject that is timely for that month, as well as other relevant topics. Those featured topics are listed by month in the Editorial Calendar below. ✨

### E-Newsletter Editorial Calendar

<p><b>January</b></p> <hr/> <p><b>E-News Exclusive</b> Weight Loss</p>	<p><b>February</b></p> <hr/> <p>American Heart Month</p> <p><b>E-News Exclusive</b> Heart Healthy</p>	<p><b>March</b></p> <hr/> <p>National Nutrition Month</p> <p><b>E-News Exclusive</b> Breakfast Foods</p>	<p><b>April</b></p> <hr/> <p>SCAN Conference Preview</p> <p><b>E-News Exclusive</b> Sports Nutrition</p>
<p><b>May</b></p> <hr/> <p>National Celiac Awareness Month</p> <p><b>E-News Exclusive</b> Celiac Disease</p>	<p><b>June</b></p> <hr/> <p><b>E-News Exclusive</b> Men's Health</p>	<p><b>July</b></p> <hr/> <p>AADE Conference Preview</p> <p><b>E-News Exclusive</b> School Nutrition</p>	<p><b>August</b></p> <hr/> <p>AADE Conference Wrap-Up</p> <p><b>E-News Exclusive</b> Women's Health</p>
<p><b>September</b></p> <hr/> <p>FNCE Preview</p> <p><b>E-News Exclusive</b> Food Allergies</p>	<p><b>October</b></p> <hr/> <p>FNCE Wrap-Up</p> <p><b>E-News Exclusive</b> Hospital Nutrition</p>	<p><b>November</b></p> <hr/> <p>American Diabetes Month</p> <p><b>E-News Exclusive</b> Diabetes</p>	<p><b>December</b></p> <hr/> <p><b>E-News Exclusive</b> Healthy Holiday Foods</p>

To subscribe and access our online archive of e-newsletters, visit [www.TodaysDietitian.com/enewsletter](http://www.TodaysDietitian.com/enewsletter). ✨

## E-Newsletters

### Leaderboard

1x	\$2,500
3x	\$2,450
6x	\$2,400
9x	\$2,325
12x	\$2,250

### Large Square Banner

1x	\$1,785
3x	\$1,740
6x	\$1,700
9x	\$1,660
12x	\$1,620

### Half Banner

1x	\$1,010
3x	\$975
6x	\$970
9x	\$945
12x	\$925

### Horizontal Banner (Button)

1x	\$1,500
3x	\$1,475
6x	\$1,450
9x	\$1,400
12x	\$1,350

The screenshot shows the layout of the e-newsletter with several ad spots highlighted by pink callouts:

- Leaderboard 728x90**: Located at the top of the newsletter content area.
- Full Banner 468x60**: Located in the 'Editor's e-Note' section.
- Large Square 240x240**: Located in the 'In This Issue' section.
- Half Banner 240x60**: Located in the 'Other Nutrition News' section.
- Horizontal Banner 240x120**: Located at the bottom of the newsletter content area.
- Square Button 120x120**: Located in the 'e-News Exclusive' section.
- Skyscraper 120x468**: A vertical ad spot located on the right side of the newsletter content area.

### Full Banner

#### Top Sponsor

1x	\$1,960
3x	\$1,935
6x	\$1,905
9x	\$1,860
12x	\$1,805

#### Middle Sponsor

1x	\$1,430
3x	\$1,400
6x	\$1,365
9x	\$1,335
12x	\$1,300

#### Bottom Sponsor

1x	\$890
3x	\$875
6x	\$860
9x	\$840
12x	\$810

### Square Button

1x	\$890
3x	\$875
6x	\$860
9x	\$840
12x	\$810

### Skyscraper

1x	\$1,960
3x	\$1,935
6x	\$1,905
9x	\$1,860
12x	\$1,805

## E-Mail Marketing

### LAMB LOVERS NEWS

#### LIVE BETTER WITH LAMB

Food is the perfect fit for today's lifestyle. As a delicious and nutrient-dense food, lamb is a natural choice. Its convenience and versatility are perfect when quick-cooking is in order.

On average, a three-ounce serving of lamb has only 175 calories and meets the Food and Drug Administration's (FDA) definition for lean. According to FDA guidelines, lean meat has less than 10 grams of fat, less than 4.5 grams of saturated fat, and less than 95 milligrams of cholesterol per 100 grams or 3.5 ounces.

[LIVE](#)



#### DELICIOUS RECIPES

It's time to take a fresh look at healthy eating without skimping. Flavor. Try a new, flavorful lean recipe each week. From appetizers and soups to salads and entrees, save time on the table.

[LIVE](#)

#### COOKING LAMB—EASY DOES IT

We all know the theory about eating well being good for us, but how do we do it? Turning advice about fat, protein, iron, and zinc into a quick, convenient healthy meal isn't always easy—but it can be.

Dry heat cooking methods, such as grilling, roasting or broiling, are suitable for cuts such as chops, roasts, steaks, loins, etc. Moist heat methods, such as braising or stewing, are suitable for cuts such as slow roast and shanks.

[LIVE](#)

[www.leanonlamb.com](http://www.leanonlamb.com)

### Create a Tasty Summer Salad with Just a Splash of Wish-Bone!

#### Dietitians Know the Benefits of Eating More Vegetables

Summer is the perfect time to encourage your clients to enjoy fresh and seasonal raw vegetable salads. This is especially important advice considering that approximately 70% of Americans are not getting their recommended daily servings of vegetables and less than 1 in 10 Americans meet their calorie goals.<sup>1</sup> The USDA's MyPlate recommendation of 2 1/2 cups of vegetables per day.<sup>2</sup>

Fresh, raw vegetable salads are the perfect complement to any summer BBQ, and can be a strong contributor to vegetable consumption. In addition, research has shown that consuming salad dressing with raw vegetables can be an effective strategy for increasing vegetable consumption and enhancing nutritional substance.<sup>3</sup>



#### Create a Tasty Summer Salad with Just a Splash!

The body is better able to absorb fat-soluble nutrients—like vitamins A and E—from food in the presence of dietary fat.<sup>4</sup> Healthy oils, like those in delicious Wish-Bone dressings, help the body better absorb vitamins A and E from salad vegetables.<sup>5</sup> The combined vitamins A, E, and calcium in a 1/2 cup of salad vegetables, an ounce with 1/4 cup of Wish-Bone dressing, are comparable to the benefits of a glass of milk.<sup>6</sup> In addition, the salad found in Wish-Bone® includes spinach, carrots and olive, are a source of mono-unsaturated and essential polyunsaturated fats.<sup>7</sup>

Enjoy More Vegetables this Summer — It's Delicious with Wish-Bone!  
Create a nutritious, tasty summer salad today!

#### SPINACH & MUSHROOM SALAD WITH GRILLED CHICKEN



**INGREDIENTS**

- 4 servings (15 minutes)
- 2 packages (10 oz.) fresh whole mushrooms
- 2 cups baby spinach leaves
- 1 lb. broilers, skinless chicken breast halves
- 1/4 cup Wish-Bone® Italian or Balsamic Dressing (1/2 cup)
- 1/2 cup shredded cheddar cheese, cubed
- 1/2 cup dried cranberries or golden raisins
- 1/2 cup mozzarella cheese, cubed

1. Pre-heat oven to 400°F. Place chicken in large resealable plastic bag, turn to coat. Cook until internal temperature is 165°F. Remove and immediately add to salad.
2. Oil or grill chicken and mushrooms, turning once, until chicken is thoroughly cooked and mushrooms are tender. Transfer to plate and set aside.
3. Arrange spinach on serving platter. Top with apples, cranberries or golden raisins and cheese. Add mushrooms and chicken. Add dressing, drizzle with remaining 1/4 cup dressing.

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For more salad recipe ideas, visit [Wish-Bone.com](http://Wish-Bone.com)

## THE TASTE YOUR CLIENTS DESIRE

### A SOFT SPREAD YOU CAN FEEL GOOD ABOUT RECOMMENDING



- ♥ Made with vegetable oils including soybeans and canola
- ♥ No partially hydrogenated oils, so no trans fat per serving
- ♥ Contains 4.5g of saturated fat per serving
- ♥ Excellent source of Omega-3 ALA\*
- ♥ Great buttery taste

With 75% less saturated fat than butter and no cholesterol, Promise® Butter Spread can help your clients maintain heart health when substituted for butter or margarine, as part of a diet low in saturated fat, trans fat, and cholesterol.

For patient and professional resources and recipes visit [SoybeanButter.com](http://SoybeanButter.com)



\*Promise® Butter Spread contains 1g total fat and 1.5g saturated fat per serving. Promise® Butter Spread contains 20mg of Omega-3 ALA per serving, which is 40% of Daily Value for ALA (100mg), and 200mg of Omega-3 fatty acid (linolenic acid) per serving. ©2012 ConAgra

( Sample E-Mail Marketing )

With *Today's Dietitian's* wide reach to thousands of influential nutrition professionals, companies successfully use this unique connection to their advantage by marketing their product or brand to our subscribers using custom-designed e-mail blasts. This is a targeted and cost-effective way to utilize the power of our lists by delivering a specific nutritional or competitive message directly to the inboxes of dietitians using 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. Either way, custom e-mail marketing gets the job done well. ✨

Great Valley Publishing 2012 Media Kit

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