

today's dietitian

www.TodaysDietitian.com



The Magazine for Nutrition Professionals



Today's Dietitian is the only magazine written specifically for dietitians and nutrition professionals. With 11 years of serving this professional community under its belt, the magazine has become their trusted resource for industry trends, news, and information while building a reputation as a reliable partner for advertisers looking to increase sales and brand awareness.

Putting a strong message in front of our responsive and enthusiastic audience of more than 110,000 RDs and nutrition professionals provides a unique opportunity to increase the profile of your brand, reach critical decision makers, and help recruit the most experienced, capable professionals in the business.

Today's Dietitian covers everything from the latest products and technologies to important topics such as diabetes management, heart health, weight control, private practice advice, nutrition research, supplements, food allergies, and much more. This broad array of topics and the targeted audience we've developed make *Today's Dietitian* a powerful marketing vehicle for nutrition products and services.

Not only has *Today's Dietitian* become a potent industry force in print over the past 11 years, the strength of our brand extends to various online platforms. We'll help you craft a successful campaign with our menu of digital options that includes banner advertising on our Web site—www.TodaysDietitian.com—sponsorships of our popular monthly e-newsletter, and customized e-mail marketing—all targeted to our audience of RDs and nutrition professionals.

Circulation: 40,000
Readership: 110,000

PROFESSIONAL AUDIENCE

- Clinical Dietitians
- Clinical Nutrition Managers
- Consultant Dietitians
- Certified Diabetes Educators
- Primary Health Coaches
- Foodservice Managers

Distribution includes Homes, Hospitals, Nursing Homes, Educational Facilities, Government Agencies, State Public Health Departments, Food Companies, Nutrition-Related Companies, RD School Programs, and Correctional Facilities

MEDIA KIT 2010

today's dietitian

2010 EDITORIAL CALENDAR

ADVERTISING SPACE DEADLINES

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
January	Clinical Nutrition Support Beneficial Bacteria/ Probiotics	Boomer Health Dynamics of Diabetes Supplement Spotlight	Nutrition Week (ASPEN)	Dec. 14	Jan. 7
February American Heart Month	Eating for a Happy Heart Omega Fats	Allergy & Intolerance Awareness Foodservice Forum Nutrition Support 360	Expo West	Jan. 11	Feb. 4
March National Nutrition Month	Prenatal & Infant Nutrition Sports Nutrition	Children's Health Dynamics of Diabetes The Heart Beat	SCAN	Feb. 8	March 4
April	Gluten-Free Buyers' Guide Gluten Free for Life Antioxidants	Boomer Health Nutrition Support 360 Supplement Spotlight		March 8	April 1
May	Fiber-Boosting Foods Organics	Allergy & Intolerance Awareness Dynamics of Diabetes Foodservice Forum		April 5	April 29
June	Healthy Grains Foodservice & Safety	Children's Health Nutrition Support 360 The Heart Beat	DMA	May 3	May 27
July	Curb Your Cholesterol Children's Health	Boomer Health Dynamics of Diabetes Supplement Spotlight		May 31	June 24
August	Diabetes Buyers' Guide Diabetes Technology Digestive Health	Allergy & Intolerance Awareness Foodservice Forum Nutrition Support 360	AADE	June 28	July 22
September	Smart Snacking Vegetarian & Vegan Nutrition	Children's Health Dynamics of Diabetes The Heart Beat		July 26	Aug. 19
October Celiac Disease Awareness Month	Healthy Convenience Fortified & Enhanced Foods	Boomer Health Nutrition Support 360 Supplement Spotlight	FNCE	Sept. 6	Sept. 30
November American Diabetes Month	Diabetes Benefits of Soy	Allergy & Intolerance Awareness Dynamics of Diabetes Foodservice Forum	FNCE	Oct. 4	Oct. 28
December	2011 Buyers' Guide Weight Control Healthy Aging	Children's Health Nutrition Support 360 The Heart Beat		Nov. 15	Dec. 9

Other regular departments include Culinary Corner, Focus on Fitness, and LTC Concerns.

Content and bonus distributions are subject to change without notification.

Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.

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DISPLAY ADVERTISING RATES (BLACK AND WHITE) [Frequency rates may be combined with *Today's Diet & Nutrition*.]

Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for material specs.

SIZE	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$5,215	\$4,970	\$4,715	\$4,560	\$4,315	\$4,180	\$4,045
1/2 Page Vert	\$3,005	\$2,870	\$2,785	\$2,720	\$2,615	\$2,565	\$2,500
1/2 Page Horiz	\$2,840	\$2,710	\$2,615	\$2,550	\$2,440	\$2,390	\$2,340
1/3 Page	\$2,405	\$2,310	\$2,270	\$2,125	\$2,040	\$1,975	\$1,895
1/4 Page	\$1,790	\$1,680	\$1,660	\$1,625	\$1,580	\$1,570	\$1,545
1/6 Page*	\$1,255	\$1,225	\$1,175	\$1,150	\$1,120	\$1,110	\$1,080
1/9 Page*	\$860	\$845	\$820	\$795	\$770	\$760	\$745
1/12 Page*	\$635	\$620	\$615	\$610	\$595	\$585	\$575

*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.

PREMIUM PLACEMENT

Back cover: +30%
 Inside front cover: +25%
 Page three: +25%
 Inside back cover: +20%
 Opposite table of contents: +20%
 Opposite masthead: +15%
 Franchise or other preferred positions: +10%
 Nutrition Week, AADE, and FNCE
 Conference issues: +10%
 (No cancellations permitted with premium positions.)
 (Additional premiums may apply to conference issues.)

DISPLAY AD COLOR CHARGES

Matched 2nd color: ADD \$695
 4-color process: ADD \$1,175

MARKETPLACE AD COLOR CHARGES

Matched 2nd color: ADD \$325
 4-color process: ADD \$475

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.

PRODUCT PREVIEW: \$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.

PRINT BANNER: \$1,255

Run of book, 7" x 1.125"

BUYERS' GUIDE LISTINGS: \$695

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

DATEBOOK

1 insertion: \$250; 2 insertions: \$225 each;
 3 or more: \$200 each

DISPLAY SPACE DEADLINE: See editorial calendar for specific dates. **ART DEADLINE:** Call your account executive.

RECRUITMENT RATES

Rates include: 4-color process and exposure on AlliedHealthCareers.com!

SIZE	SIZE
1/18 \$615	1/3 \$3,220
1/12 \$920	4/9 \$4,355
1/9 \$1,260	1/2 \$5,255
1/8 \$1,440	5/9 \$5,560
1/6 \$1,655	2/3 \$6,520
2/9 \$2,180	5/6 \$9,560
5/18 \$2,610	Full Page..... \$10,435

BLIND BOX ADS: ADD \$25 per run

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

SEE RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS SECTION FOR MATERIAL REQUIREMENTS.

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.

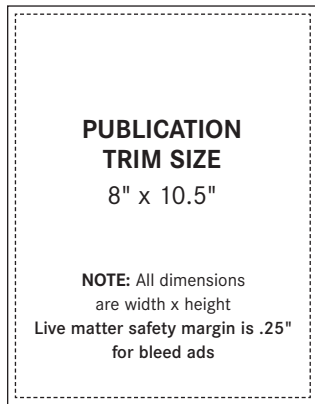
CONTACT YOUR SALES REPRESENTATIVE

PHONE: 800-278-4400/610-948-9500
FAX: 610-948-4202
E-MAIL: SALES@GVPUB.COM

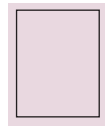
DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

DEADLINES

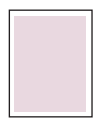
Space and material deadlines for each issue can be found on the editorial calendar page. For more information, please call your account executive.



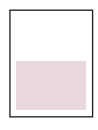
FULL PAGE Bleed
8.5 x 11



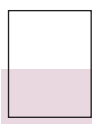
FULL PAGE Border
7 x 9.5



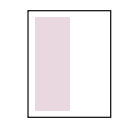
1/2 PAGE Horizontal
7 x 4.237



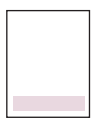
1/2 PAGE Bleed
8.5 x 5.25



1/2 PAGE Vertical
3.415 x 8.669



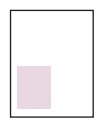
Print Banner
7 x 1.125



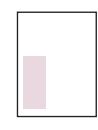
1/3 PAGE Vertical
2.22 x 8.669



1/4 PAGE Vertical
3.415 x 4.237



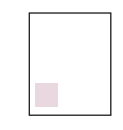
1/6 PAGE* Vertical
2.22 x 4.237



1/9 PAGE* Vertical
2.22 x 2.777



1/12 PAGE* Square
2.22 x 2.22



*Product ads this size are placed in the "Marketplace" section of our publications.

MATERIAL SPECIFICATIONS

- **PDF/X-1a** file is preferred. Send to TDads@gvpub.com and specify in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified Proof. Details available at www.swop.org.

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

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS3, Photoshop CS3 (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 MultiMaster 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

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to sales@gvpub.com.

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the 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 the full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

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 also 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.

TODAY'S DIETITIAN DIGITAL ADVERTISING

2010 Online Ad Rates	1x	3x	6x	9x	12x
Homepage - Run of Site					
Leaderboard (728 x 90 pixels)	\$1,720	\$1,685	\$1,655	\$1,615	\$1,575
Large Square Banner (240 x 240 pixels)	\$1,465	\$1,440	\$1,415	\$1,375	\$1,340
Half Banner - Top Position (240 x 60 pixels)	\$785	\$765	\$740	\$725	\$695
Half Banner - Middle Position (240 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
Half Banner - Bottom Position (240 x 60 pixels)	\$395	\$385	\$375	\$365	\$355
Horizontal Button - Middle (240 x 120 pixels)	\$1,015	\$995	\$980	\$950	\$920
Horizontal Button - Bottom (240 x 120 pixels)	\$675	\$660	\$650	\$635	\$615
Skyscraper (120 x 480 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Vertical Banners (120 x 240 pixels)	\$990	\$970	\$950	\$930	\$905
Square Button (128 x 128 pixels)	\$680	\$665	\$650	\$635	\$620
Home Page Only					
Full Banner - Top Position (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Full Banner - Middle Position (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Full Banner - Bottom Position (468 x 60 pixels)	\$595	\$580	\$570	\$560	\$540
Topic Index					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Article Page					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
e-Newsletter Rates					
Full banner - Top Sponsor (468 x 60 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Full Banner - Middle Sponsor (468 x 60 pixels)	\$1,325	\$1,295	\$1,265	\$1,235	\$1,205
Full Banner - Bottom Sponsor (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Half Banner - Within Content (234 x 60 pixels)	\$935	\$905	\$895	\$875	\$855
Square Banner (240 x 240 pixels)	\$1,650	\$1,610	\$1,575	\$1,535	\$1,500
Skyscraper (120 x 480 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Vertical Banner (120 x 240 pixels)	\$1,375	\$1,345	\$1,315	\$1,285	\$1,260
Vertical Button (120 x 120 pixels)	\$825	\$810	\$795	\$775	\$750

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.)

E-Mail Marketing Specifications

- Images in .jpeg, .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.

TODAY'S DIETITIAN DIGITAL ADVERTISING

WEBSITE BANNER POSITIONS



Skyscraper
(Run of site)

Full Banner, Middle Position
(Home page only)

Leaderboard
(Run of site)

Full Banner, Top Position
(Home page only)

Large Square
(Run of site)

Half Banner
(Run-of-site)

Topic Index Sponsorships



Article Page Sponsorships



Online Buyers' Guide



e-NEWSLETTER BANNER POSITIONS



Square Banner

Half Banner, Within Content

Full Banner, Top Sponsor

Full Banner, Middle Sponsor

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 20K professionals guaranteed
- PACKAGE PRICE: \$8,500**

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 list of 20K professionals guaranteed
- PACKAGE PRICE: \$6,995**

Article Page Package

- 4 different article sponsorships in one month
- PACKAGE PRICE: \$1,680**










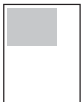
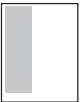








Content/Article Package

- Content page sponsorship, plus 5 article sponsorships for one month
- PACKAGE PRICE: \$2,805**

RECRUITMENT ADVERTISING 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. The standard column width is 2.292", making ads easier to read. Ads are grouped geographically by region, making them easier to find.

FULL PAGE 7.125 x 9.75	5/6 PAGE 7.125 x 8.094	2/3 PAGE Horizontal 7.125 x 6.438	2/3 PAGE Vertical 4.708 x 9.75	5/9 PAGE 4.708 x 8.094	1/2 PAGE 7.125 x 4.78	4/9 PAGE 4.708 x 6.444	1/3 PAGE Horizontal 4.708 x 4.78	1/3 PAGE Vertical 2.292 x 9.75		
										
5/18 PAGE Horizontal 4.708 x 3.948	5/18 PAGE Vertical 2.292 x 8.094	2/9 PAGE Horizontal 4.708 x 3.125	2/9 PAGE Vertical 2.292 x 6.444	1/6 PAGE Horizontal 4.708 x 2.292	1/6 PAGE Vertical 2.292 x 4.78	1/8 PAGE 2.292 x 3.948	1/9 PAGE 2.292 x 3.125	1/12 PAGE 2.292 x 2.292	1/18 PAGE 2.292 x 1.469	
										

MATERIAL SPECIFICATIONS

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

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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. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

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