



The Industry's Most Powerful Media Brand

Now in our 15th year of publication, *Today's Dietitian* is established as a trusted resource for registered dietitians and nutrition professionals, earning a loyal and enthusiastic audience that appreciates our independent voice and timely coverage of subjects they are truly interested in.

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 *Today's Dietitian*, advertisers have a proven conduit for delivering key messages and opportunities to these influential professionals. Our powerful media brand offers an array of channels that reach our audience no matter where they are. In addition to our flagship monthly print publication, our platform includes a mobile-ready digital edition, which is posted on our high-traffic, super-targeted website, www.TodaysDietitian.com. Our CE Learning Library is a fully-accredited resource for dietitians to earn continuing education credits. Our audience is also extremely active in social media, so we have a well-received daily presence on Facebook and Twitter that continues to expand organically and gather a following throughout the English-speaking world.

Today's Dietitian

PUBLISHED SINCE: 1999

FREQUENCY: Monthly

SUBSCRIBERS: 40,000*

E-NEWSLETTER SUBSCRIBERS: 34,000*

MONTHLY WEBSITE VISITS: 116,664**

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, 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)



	January	February	March	April	May	June	July	August	September	October	November	December
Features	Enteral and Parenteral Nutrition Weight Loss Living Gluten Free	Heart Health (Meatless Meals/Recipes) Mediterranean Diet Digestive Health	Antioxidants Holistic Nutrition Women's Health	Family Fitness/Weight Loss Omega Fats Plant-Based Diets	Living Gluten Free Women's Health and Weight Loss Sustainable Seafood	Foodservice/School Nutrition Sports Nutrition Dairy	Heart Health/Diabetes Breakfast Eating Sustainably	Diabetes Nutrition Living Gluten Free Dairy/Probiotics	Heart Health Living Gluten Free Whole Grains	Vegetarian Nutrition Healthful Snacks Diabetes	Diabetes Management Heart Health Weight Loss	Living Gluten Free Children's Nutrition Fiber
Departments	Fiber Whole Grains/Breakfast Diabetes Eating Disorders	Dairy and Children's Health/Food Allergies Diabetes Living Gluten Free	Diabetes Living Gluten Free Vitamins & Supplements	Heart Health/Diabetes Living Gluten Free Soy	Diabetes Foodservice/Food Safety Fiber	Heart Health/Diabetes Living Gluten Free Healthful Snacks	Food Allergies and Intolerances Digestive Wellness Omega Fats	Diabetes Vitamins & Supplements Vegetarian Nutrition	Enteral and Parenteral Nutrition Digestive Wellness Foodservice	Foodservice Living Gluten Free Eating Disorders	Diabetes Nutrition Living Gluten Free Eating Disorders	Digestive Wellness Plant-Based Diets Vitamins & Supplements
Special	15 th Anniversary Issue Conference Issue	American Heart Month Heart Health Showcase Conference Issue	Celebrating Nutrition Nutrition Showcase Conference Issue	National Soyfoods Month Digestive Wellness Showcase Conference Issue	National Celiac Disease Awareness Month Women's Health Month Gluten-Free Resource Guide Conference Issue	Men's Health Month Gluten-Free Showcase Conference Issue	Summer Conference Showcase Conference Issue	Diabetes Resource Guide Conference Issue	National Cholesterol Education Month Conference Showcase Conference Issue	Conference Showcase Conference Issue	American Diabetes Month Diabetes Showcase	Annual Resource Guide
Space Deadline	December 2	January 6	February 3	March 3	March 31	April 28	May 27	June 30	July 28	September 8	October 6	November 10
Material Deadline	December 20	January 24	February 21	March 21	April 18	May 16	June 13	July 18	August 15	September 26	October 24	November 26
Recruitment Deadline	January 2	January 30	February 27	March 27	April 24	May 21	June 19	July 24	August 21	October 2	October 30	December 4
Bonus Distribution	ASPEN Clinical Nutrition Week	Expo West	Oldways Supermarket Dietitian Symposium Clinical Nutrition Management CDA	MO AND NE AND TX AND PA AND KS DA, DE DA	Today's Dietitian Spring Symposium	Florida Dietetic Association Annual Symposium SCAN ANFP	Florida Dietetic Association Annual Symposium	AADE	National Conference	National Conference		

* Subject to change

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

Size	Open	3x	6x	9x	12x	18x	24x
Full Page	\$8,605	\$8,275	\$7,935	\$7,720	\$7,400	\$7,210	\$7,025
2/3 page	\$7,140	\$6,895	\$6,670	\$6,515	\$6,330	\$6,145	\$6,020
1/2 Page Vert	\$5,625	\$5,450	\$5,330	\$5,245	\$5,105	\$5,040	\$4,955
1/2 Page Horiz	\$5,410	\$5,230	\$5,105	\$5,025	\$4,870	\$4,800	\$4,735
1/3 Page	\$4,820	\$4,695	\$4,645	\$4,445	\$4,335	\$4,240	\$4,135
1/4 Page Horiz	\$4,410	\$4,275	\$4,230	\$4,110	\$4,025	\$3,965	\$3,900
1/4 Page Vert	\$3,995	\$3,850	\$3,815	\$3,775	\$3,715	\$3,695	\$3,670
Print Banner	\$2,335	\$2,290	\$2,230	\$2,190	\$2,150	\$2,130	\$2,095

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 positions supersede 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: \$1,445

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: \$849

DATEBOOK

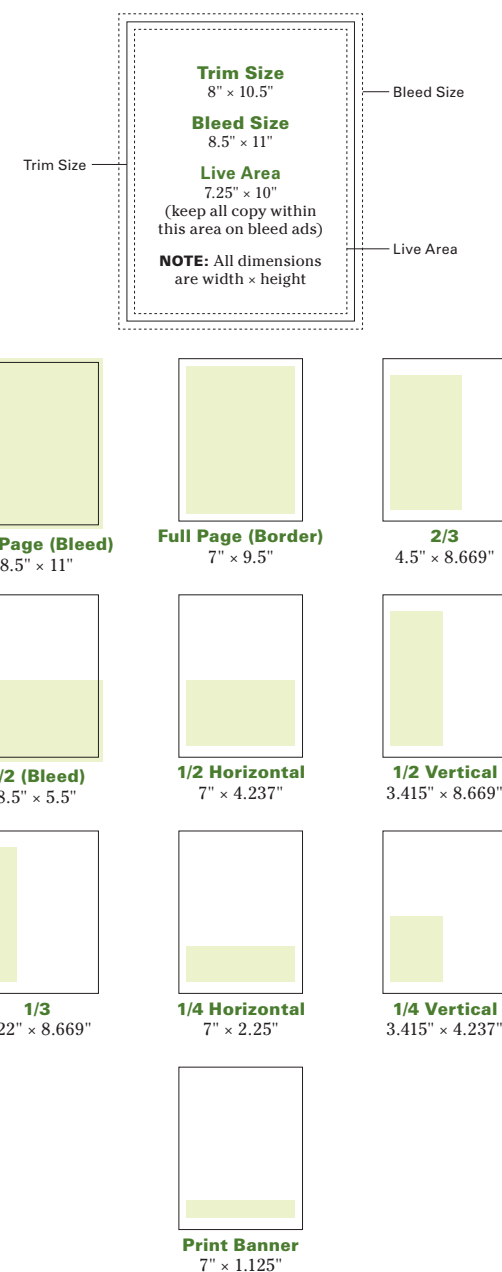
1 insertion: \$340; 2 insertions: \$320 each;
3 or more: \$300 each

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.

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



Diabetes Resource Guide

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

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!

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—is in a healthy, well-balanced diet.
www.apre.org

American Association of Diabetes Educators
Enhance Your Knowledge of Diabetes Education—Connect With Over 10,000 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.diabeteseducator.org/join

Center for Hope of the Sierra, located near beautiful Lake Tahoe in Reno, NV, offers comprehensive care to adolescent and adult males and females suffering from eating disorders and other related and co-occurring diagnoses. We are able to offer a 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 775-825-4906
www.CenterforHopeoftheSierra.com

A natural and clinically proven ingredient for blood sugar management? Using a patented water reduction process that separates and removes unwanted compounds from beneficial water-soluble compounds. CELULIN is safe, highly concentrated and is demonstrated to yield at least 26 Type A Polymers.
Vitality Nutritional Science, Inc.
1000 West Street
Reno, NV 89501
Phone: 1-825-373-0445
Email: info@vitalityns.com
www.vitalityns.com

Provided a National Comprehensive Diabetes Review Council for medical professionals, 12 CEUs are applied for at CDR. Good review for NCCCE Exam. Next date: October 18-19, 2013 in Davis, Florida. Tuition: \$299
Please visit www.dietitianphotochem.com. CDRW is a recognized continuing medical education and authorized vendor in FL.

Canada Inc is a zero-calorie, sparkling flavored water that is a blend of natural, gluten and sugar. Cascade Inc water has a delightful taste combined with natural flavors and is available in 16.9 oz and 33.8 oz bottles. Visit CascadelifeWater.com to check out more availability.
Cascade Inc
PO Box 2246, Everett, WA 98212-0246
Phone: (425) 247-0959
Fax: (425) 247-5060
E-mail: CascadelifeWater.com

Cabot, maker of the world's best all-natural, tomato and gluten-free, light chicken with skin, has half the fat and cholesterol of regular chicken, offers support for healthy education programs for our other health professionals. Research Center to find out more about our sampling program, ingredients, recipe and more.
Cabot Dietary Cooperative
1 Home Farm Way
Montpelier, VT 05602
Phone: 802-224-9341
Fax: 802-224-1200
E-mail: health@cabotdietary.com
www.cabotdietary.com/health-professionals

Do Low-Calorie Sweeteners Like Aspartame Cause Weight Gain or Diabetes?
The Answer and Free CPES Available at:
www.CalorieControl.org
Calorie Control Council

helping manage weight & wellness
• High Protein
• Low Glycemic Index
• Gluten-Free
• Nutritious
• No Trans Fats
FOR A FREE MEAL PLAN SAMPLE
kaynaturals.com or call 320.847.3220

Konsyl Pharmaceuticals is the manufacturer, distributor, and marketer of natural, synthetic, fiber products. Konsyl Original Formula, the 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, log on to www.konsyl.com/sample-request-ids and www.konsyl.com/health-professionals.

Liviga is a simple solution for healthy eating. To help guide consumers to eat healthy portions of a variety of foods, we created a line of beautiful, easy-to-use portion size guides and glasses with proprietary designs incorporating the psychology of eating.
Studies show eating with our dishes right sizes your meal. Our products are BPA-free, dishwasher approved. Now in the Liviga gift collection and book, *Deliciously 5: Intuitive eating, Discover Liviga's healthy lifestyle and live about*.
Liviga
E-mail: info@liviga.com
www.liviga.com

Blood Pressure Down
By Janet Bond Brill, Ph.D., R.D., L.D.N.
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.DJbrill.com.

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
• Spaced site
• CMS & HIPAA Compliant
Get it today for only \$29.99 at www.BMIQ.com/pro

THIS COMPREHENSIVE GUIDE INCLUDES:
• Comprehensive and current information for new (or returning) medical food from the American Dietetic Association
• Overview of nutrition and medical food, with new food safety guidelines
• Information on diabetes medications, insulin therapy, supplements, herbs and nutraceuticals
www.edi.org/publicity

Metax™, a prescription medical food, provides the distinct nutritional requirements needed by patients with diabetic neuropathy to maintain blood sugar levels and prevent complications. Because the neuropathy that can't be treated by insulin alone, Metax is the only medical food that can be used for neuropathy treatment. To learn more, visit Metax.com

NEWtritious is delicious!
NEWtritious™ makes functional foods that provide optimum nutrition to those on a medical diet and a healthy diet, natural or long-term care or who are undergoing a medical treatment, such as chemotherapy.
Instant NEWtritious™ is a meal replacement in the form of a instant soup. It's a source of alternative to those who need shakes and perfect for traveling. "Diabetes As Therapy"
Click here: www.newtritious.com

Is one enough? How about a dozen?
Clients can't stop eating? Give them a resource for life. Share the quiz at no.org.
Click here: www.no.org
See video: www.no.org

60 today's dietitian august 2013

august 2013 www.todaysdietitian.com 61

(Sample Resource Guide Spread)

Today's Dietitian Resource Guides are effective, targeted showcases 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 with buying power with 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 \$849

Today's Dietitian | 2014 Media Kit

021014

Sponsored Content

Gluten-Free Showcase



Looking for a soda without the guilt? Look no further than Zevia Zero Calorie Soda! Give your patients the better Soda with no calories or artificial sweeteners. Zevia is the all natural, stevia sweetened, gluten free soda that contains no sugar and no phosphoric acid. The great tasting diet soda is available in 10 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 recipes and images? We've got 'em! Head 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 Gamma and Original Rice Syrup, Maple Rice Syrup, Agave Syrup, Wildflower Honey, Just Like Honey, Blackstrap Molasses, and many other products essential to Organic and Gluten-Free diets.

Call us at 800-762-2128 or visit us at www.suzannes-specialties.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.

NEWwritritious
in delicious!

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

www.NEWwritritious.com



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.dr-schaeer-institute.com/us

Sponsored Content

Gluten-Free Showcase



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, milk, soy, dairy, eggs, and fish. All Living Now products are proudly produced in a dedicated, certified gluten-free, allergy friendly kitchen facility and include grains, flours, and mixes.

Visit LivingNowFoods.com for more information.

NEW Look. Powerful Promise!
Lar's new packaging supports a more powerful brand promise of "Healthy Foods for life." Since 2011 Lar's 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 Lar's products are free from, visit larsnaturalfoods.com or call 800-543-6637.

58 today's dietitian june 2013

june 2013 www.todaysdietitian.com 59

(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.

Product & Service Showcases Include:

Space approximately the size of a quarter-page ad

70-word product description

Accompanying four-color image

Company contact information and URL

No additional design elements needed or accepted

All for only \$1,995

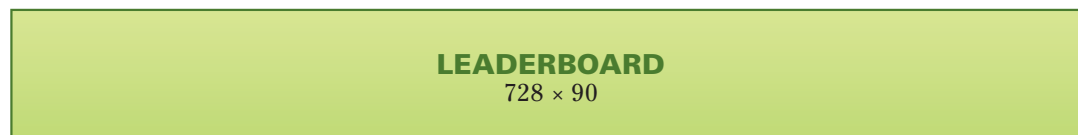
Today's Dietitian | 2014 Media Kit

021014

<i>Size</i>	<i>Open</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>12x</i>
Leaderboard* (728 × 90 pixels)	\$2,650	\$2,600	\$2,545	\$2,485	\$2,405
Wide Skyscraper* (160 × 600 pixels)	\$2,995	\$2,935	\$2,875	\$2,825	\$2,745
Medium Rectangle* (300 × 250 pixels)	\$2,455	\$2,405	\$2,355	\$2,300	\$2,230
Full Banner/Top (468 × 60 pixels)	\$1,995	\$1,950	\$1,895	\$1,850	\$1,785
3:1 Rectangle* (300 × 100 pixels)	\$1,750	\$1,710	\$1,665	\$1,625	\$1,585
Button* (120 × 60 pixels)	\$995	\$965	\$925	\$890	\$850
Full Banner (468 × 60 pixels) <i>Homepage Only</i>	\$1,295	\$1,245	\$1,205	\$1,145	\$1,095

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 the era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Our interactive digital editions draw a significant audience every month that is growing along with 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 we have 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: \$5,995

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 within content in our e-newsletter
- 30-day sitewide skyscraper banner on magazine's website

PRICE: \$9,790

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 magazine's website

PRICE: \$8,995

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, or social media channels.

Starting at just \$9,990.00, 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 800-900 words of text, images, and various links to your company website. Company also provides title of navigation link on our home page.

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: Weight Loss/Overweight and Obesity Issues/Calorie Control

FEBRUARY: American Heart Month/Heart Health

MARCH: Celebrating Nutrition/Children's Nutrition

APRIL: Plant Based Diets, Omegas

MAY: National Celiac Awareness Month/Gluten Free

JUNE: SCAN/Sports Nutrition

JULY: AADE Preview, Diabetes — Sweeteners

AUGUST: AADE Wrap-Up/Diabetes

SEPTEMBER: National Conference Preview, Vegetarian/Vegan Diet

OCTOBER: National Conference Wrap-Up, Gluten Free

NOVEMBER: American Diabetes Month/Diabetes

DECEMBER: Children's Nutrition, Fiber



(Sample e-newsletter)

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$2,995	\$2,940	\$2,875	\$2,810	\$2,720
Wide Skyscraper* (160 × 600 pixels)	\$3,385	\$3,315	\$3,250	\$3,190	\$3,100
Medium Rectangle* (300 × 250 pixels)	\$2,775	\$2,715	\$2,660	\$2,600	\$2,520
3:1 Rectangle* (300 × 100 pixels)	\$1,980	\$1,930	\$1,880	\$1,835	\$1,790
Full Banner (468 × 60 pixels)	\$1,465	\$1,405	\$1,360	\$1,295	\$1,240
Rectangle* (180 × 150 pixels)	\$1,125	\$1,090	\$1,045	\$1,005	\$960

* IAB-approved sizes



(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 nutrition professionals. This targeted and cost-effective method of reaching **Today's Dietitian's** audience of influential professionals 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: \$8,595

\$395 per 1,000 names for quantities under 21,000

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



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, 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 and influence 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 first Spring Symposium, a two-day continuing education and networking event for dietitians and nutrition professionals. Attendees can earn up to 14 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.

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.

E-Mail Marketing Specifications

PREFERRED FILE FORMAT: HTML documents ONLY. Images in .jpg, .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.

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.

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 sales representative for more information.

MAIL: 3801 Schuylkill Road
Spring City, PA 19475

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