



## The Magazine for Nutrition Professionals

*Today's Dietitian* is the only magazine written specifically for dietitians and nutrition professionals. This trusted, popular resource has been increasing sales and brand awareness of advertisers for the last decade. Our responsive and enthusiastic audience of more than 110,000 RDs and nutrition professionals provides the opportunity to increase your brand awareness, reach critical decision makers, and help recruit the most experienced, capable employees.

*Today's Dietitian* spotlights the latest products and technologies and covers such topics as diabetes management, long-term care, career strategies, nutrition research, supplements, culinary arts, food allergies, and more. Our comprehensive array of topics and targeted audience make *Today's Dietitian* a powerful marketing solution for a broad range of nutrition products and services.

Our tremendous growth over the past 10 years is a testament to the success that companies and healthcare facilities have realized with their advertising campaigns. *Today's Dietitian* magazine and our Web site—[www.TodaysDietitian.com](http://www.TodaysDietitian.com)—offer you the tools you need to achieve your advertising and recruitment goals. These tools include print ads, Web site banner advertising, monthly e-newsletter sponsorships, e-mail marketing, list rentals, and direct mail—all targeted to your audience for a successful campaign.

**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

## 2009 EDITORIAL CALENDAR

## ADVERTISING SPACE DEADLINES

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
<b>January</b>	Parenteral and Enteral Nutrition Vegetarian and Vegan Nutrition	Allergy & Intolerance Awareness Green Matters Nutrition Support 360	<b>Nutrition Week (ASPEN)</b>	Dec. 15	Jan. 8
<b>February</b> American Heart Month	Don't Eat Your Heart Out Trans Fat Alternatives	Children's Health Dynamics of Diabetes The Heart Beat	<b>Expo West</b>	Jan. 12	Feb. 5
<b>March</b> National Nutrition Month	Healthy Convenience Preventive Nutrition	Boomer Health Nutrition Support 360 Supplement Spotlight		Feb. 9	March 5
<b>April</b>	Eating for Energy Hunger-Controlling Foods	Allergy & Intolerance Awareness Dynamics of Diabetes Green Matters	<b>SCAN</b>	March 9	April 2
<b>May</b>	Functional Foods and Beverages Junk-Free Foods	Children's Health Nutrition Support 360 The Heart Beat		April 6	April 30
<b>June</b>	Gluten-Free Goodness Senior Health	Boomer Health Dynamics of Diabetes Supplement Spotlight	<b>All Things Organic</b>	May 4	May 28
<b>July</b>	Breakfast Rules Brain-Boosting Nutrition	Allergy & Intolerance Awareness Green Matters Nutrition Support 360		June 1	June 25
<b>August</b>	Food Allergies and Diabetes Food Service and Safety	Children's Health Dynamics of Diabetes The Heart Beat	<b>AADE</b> <b>DMA</b>	June 29	July 23
<b>September</b>	Whole Body Nutrition Children's Health	Boomer Health Nutrition Support 360 Supplement Spotlight	<b>Expo East</b> <b>FNCE</b>	July 27	Aug. 20
<b>October</b>	Healthy and Delicious Nutrition for Baby Boomers	Allergy & Intolerance Awareness Dynamics of Diabetes Green Matters	<b>FNCE</b>	Sept. 7	Oct. 1
<b>November</b> American Diabetes Month	Diabetes High-Tech Nutrition	Children's Health Nutrition Support 360 The Heart Beat		Oct. 19	Nov. 12
<b>December</b>	Healthy Holiday Foods Buyers' Guide	Boomer Health Dynamics of Diabetes Supplement Spotlight		Nov. 16	Dec. 10

Other regular departments include Culinary Corner, Focus on Fitness, and Long-Term Care 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.



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

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

SIZE	OPEN	3X	6X	9X	12X	18X	24X	48X
<b>Full Page</b>	\$4,965	\$4,730	\$4,490	\$4,340	\$4,110	\$3,980	\$3,850	\$3,465
<b>1/2 Page Vert</b>	\$2,860	\$2,730	\$2,650	\$2,590	\$2,490	\$2,440	\$2,380	\$2,190
<b>1/2 Page Horiz</b>	\$2,705	\$2,580	\$2,490	\$2,425	\$2,325	\$2,275	\$2,225	\$2,025
<b>1/3 Page</b>	\$2,290	\$2,200	\$2,160	\$2,025	\$1,940	\$1,880	\$1,805	\$1,665
<b>1/4 Page</b>	\$1,705	\$1,600	\$1,580	\$1,545	\$1,505	\$1,495	\$1,470	\$1,420
<b>1/6 Page*</b>	\$1,195	\$1,165	\$1,120	\$1,095	\$1,065	\$1,055	\$1,030	\$985
<b>1/9 Page*</b>	\$820	\$805	\$780	\$755	\$735	\$725	\$710	\$690
<b>1/12 Page*</b>	\$605	\$590	\$585	\$580	\$565	\$555	\$545	\$535

\* 1/6, 1/9, and 1/12 page display ads are placed in *Today's Dietitian's* "Marketplace" section. Agency commission not applicable to Marketplace rates.

**DISPLAY AD COLOR CHARGES**

Matched 2<sup>nd</sup> color: ADD \$675  
4-color process: ADD \$1,125

**MARKETPLACE AD COLOR CHARGES**

Matched 2<sup>nd</sup> color: ADD \$285  
4-color process: ADD \$420

**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.)**

**DATEBOOK**

1 insertion: \$225; 2 insertions: \$205 each;  
3 or more: \$180 each

**BUYERS' GUIDE LISTINGS: \$675**

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

**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.

**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!](http://AlliedHealthCareers.com)

SIZE	SIZE
1/18 ..... \$585	1/3 ..... \$3,065
1/12 ..... \$875	4/9 ..... \$4,145
1/9 ..... \$1,200	1/2 ..... \$5,005
1/8 ..... \$1,370	5/9 ..... \$5,295
1/6 ..... \$1,575	2/3 ..... \$6,210
2/9 ..... \$2,075	5/6 ..... \$9,105
5/18 ..... \$2,485	Full Page ..... \$9,935

**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 DETAILS.

**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 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**

# TODAY'S DIETITIAN ELECTRONIC ADVERTISING



Web Banners



Online Buyers' Guide



E-Newsletter

## Web Site Rates/Specifications

### Run of site

Leaderboard .....	\$1,495/month	728 X 90 pixels
Large Square Bannner .....	\$1,295/month	240 X 240 pixels
Half Banner - top position ..	\$695/month	240 X 60 pixels
Half Banner - middle position	\$495/month	240 X 60 pixels
Half Banner - bottom position	\$349/month	240 X 60 pixels
Horizontal button - middle ..	\$895/month	240 X 120 pixels
Horizontal button - bottom ..	\$595/month	240 X 120 pixels
Skyscraper .....	\$995/month	120 X 480 pixels
Vertical banners .....	\$875/month	120 X 240 pixels
Square Button .....	\$600/month	128 X 128 pixels

### Home Page Only

Full banner - top position ...	\$995/month	468 X 60 pixels
Full banner - middle position	\$.725/month	468 X 60 pixels
Full banner - bottom position	\$.525/month	468 X 60 pixels

JPEG or GIF, RGB color, 72 dpi, and 20K maximum file size

## E-Newsletter Rates/Specifications

Full Banner - top sponsor .....	\$1,650/month	468 X 60 pixels
Full Banner - middle sponsor ...	\$1,200/month	468 X 60 pixels
Full Banner - bottom sponsor ...	\$750/month	468 X 60 pixels
Half Banner - within content .....	\$850/month	234 X 60 pixels
Square Banner .....	\$1,495/month	240 X 240 pixels
Skyscraper .....	\$1,650/month	120 X 480 pixels
Vertical Banner .....	\$1,250/month	120 X 240 pixels
Vertical Button .....	\$750/month	120 X 120 pixels

*From Web site advertising to e-newsletter sponsorships, our digital solutions provide you with the opportunity to effectively connect with your target audience.*

## E-NEWSLETTER ADVERTISING

Advertise in our publication's e-newsletters and your ad will be seen directly on professionals' desktops as they read exclusive articles, news, and polls. Your Web site traffic will see increased activity, and your products and services will experience the needed exposure to help your company grow.

\*All Web site and e-newsletter banners must be approved by Great Valley Publishing Company. Our graphics department can create banner art per your request. A \$75 fee will apply. On-screen images will vary depending on monitor settings.

## WEB SITE ADVERTISING

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

Our Web sites are promoted heavily in each print publication and online, bringing thousands of people to the sites each day. Don't miss a great opportunity to put your message in front of the exact audience you need to reach!

## E-BLASTS AND PODCASTS

Custom e-blasts deliver your branding message to thousands of qualified prospects in a simple, straightforward format. Podcasts give you the opportunity to literally "voice" your message in an electronically deliverable format. Call for rates and specifications.

## ONLINE BUYERS' GUIDE

Promote your product or service year-round with our online buyers' guides. These pages are frequently visited by key decision makers and those involved in the buying process. Your listing includes contact information, a description of your product or service, and a link to your Web site. **\$495**

**Online Product Showcase**  
**\$575/month**

Contact your sales representative to take advantage of these great marketing opportunities or for more information.

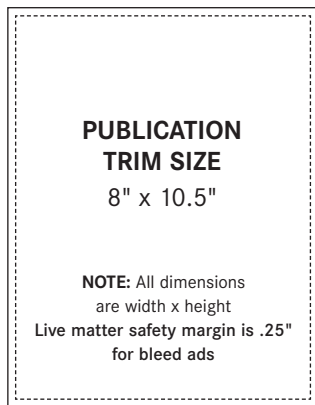
**Call 800-278-4400**

**E-mail: [sales@gvpub.com](mailto:sales@gvpub.com)**

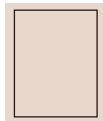
# DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

## DEADLINES

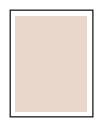
Supplied artwork is due three weeks prior to issue date. For specific dates, please call your account executive. Space reservations and all materials for ads to be created by Great Valley Publishing Company are due four weeks prior to issue date. Creative fees apply.



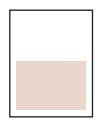
**FULL PAGE Bleed**  
8.5 x 11



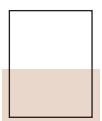
**FULL PAGE Border**  
7 x 9.5



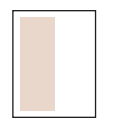
**1/2 PAGE Horizontal**  
7 x 4.237



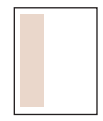
**1/2 PAGE Bleed**  
8.5 x 5.25



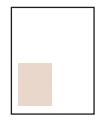
**1/2 PAGE Vertical**  
3.415 x 8.669



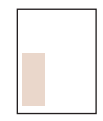
**1/3 PAGE Vertical**  
2.22 x 8.669



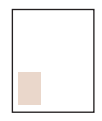
**1/4 PAGE Vertical**  
3.415 x 4.237



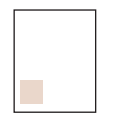
**1/6 PAGE\* Vertical**  
2.22 x 4.237



**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](mailto:TDads@gvpub.com) specifying 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](http://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 CS2, Photoshop CS2 (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](mailto: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 at the fault of the publisher.

# RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS

## DEADLINES

All ads must be received no later than 6 PM ET on the Thursday preceding the Monday issue date. 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](mailto:TDads@gvpub.com) specifying 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%.

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 CS2, Photoshop CS2 (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.

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

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## 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](mailto: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. **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 at the fault of the publisher.