



## The Industry's Most Powerful Media Brand

*Today's Dietitian* is the leading independent source for news, information, research, and industry trends among the nation's influential community of nutrition professionals. Each month, *Today's Dietitian* provides registered dietitians, certified diabetes educators, foodservice managers, and culinary professionals with well-written content on essential topics that affect their clients, their profession, and their career development.

Our loyal and engaged audience appreciates our unbiased voice and timely coverage of subjects that move and enlighten them, such as diabetes management, heart health, food allergies, and weight control, as well as the latest in industry research, nutritional supplements, and special dietary needs.

The powerful *Today's Dietitian* media network can deliver key messages while showcasing products, brands, services, or professional opportunities across several potent channels. Our network includes the following:

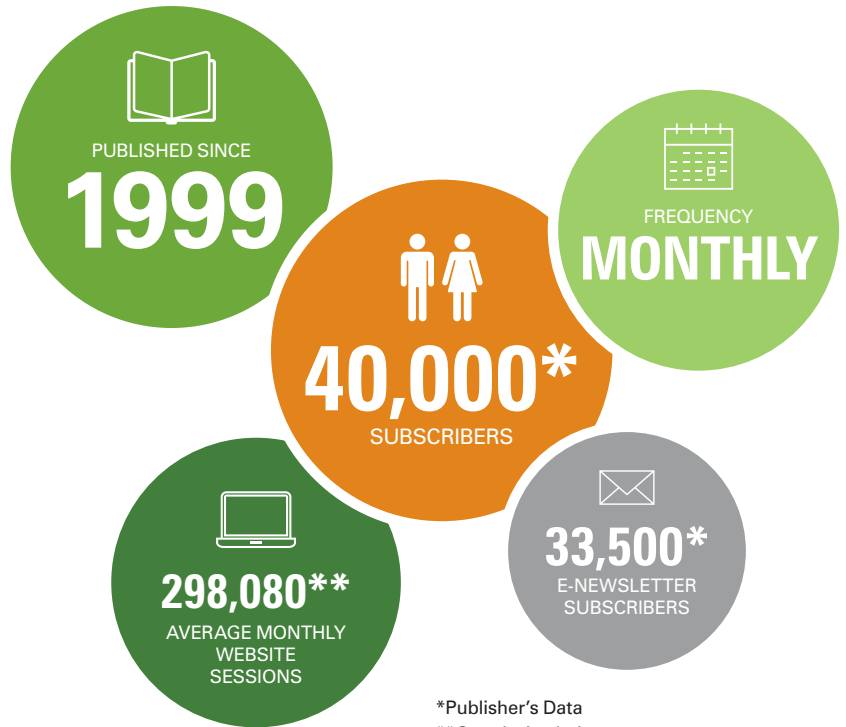
- Our flagship monthly **print publication**, with 40,000 subscribers from a range of workplace settings.
- Our mobile-ready **digital edition**, which is delivered via e-mail to more than 32,000 subscribers and posted on our high-traffic, hyper-targeted website, [www.TodaysDietitian.com](http://www.TodaysDietitian.com).

- Our **monthly e-Newsletter** serves timely news, research, and information, as well as banner ads, directly to the inboxes of subscribing nutrition professionals.
- Our **website** is a treasure trove of content for dietitians and other professionals, with thousands of articles from past issues on a wide range of important subjects. It also connects visitors to our digital editions, e-Newsletter archives, continuing education courses, job postings, events, and social media channels. With an average of nearly 450,000 impressions per month, [www.TodaysDietitian.com](http://www.TodaysDietitian.com) is a powerful online resource and showcase for products, services, events, and more.
- Dietitians are actively engaged in **social media** and so are we. We distribute content daily via Facebook and Twitter and our followings are growing online communities of nutrition professionals and health-conscious individuals seeking accurate knowledge and insights.
- Our signature blog at [RDLounge.com](http://RDLounge.com) is an online space where dietitians enjoy and comment on the opinions and insights of fellow nutrition professionals on subjects that appeal to RDs from all corners of the profession.



**Today's Dietitian's** audience comprises Registered Dietitians and nutrition professionals in:

- Personal and family diet plan creation and food recommendations
- Disease management, including diabetes, CVD, renal, cancer, and more
- Enteral and parenteral nutrition
- Retail and supermarkets
- Clinical/hospitals
- Media and communications
- Foodservice and culinary management
- Sports nutrition and fitness training
- Public health
- Geriatric care
- Corporate wellness programs
- Education



	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January	Weight Management Meal Replacement Solutions Clinical Nutrition	Inflammation and Cancer Risk Baby's First Foods Healthy Gut	SPACE: December 4 MATERIAL: January 2 RECRUITMENT: January 4	ASPEN	Fresh Ideas Showcase
February	Heart Health Eating Disorders Natural Product Trends	Paleo Integrative Nutrition Supplements	SPACE: January 8 MATERIAL: January 29 RECRUITMENT: February 1	EXPO WEST	American Heart Month, Conference Issue
March	Supermarket Retail RD Beverages Modern Agriculture	Senior Wellness Foodservice Children's Nutrition	SPACE: February 5 MATERIAL: February 26 RECRUITMENT: March 1	Supermarket Symposium	Celebrating Nutrition, Nutrition Showcase, Conference Issue
April	Performance Nutrition Soyfoods Vegan Healthy	Organics Adult and Senior Wellness Fitness	SPACE: March 12 MATERIAL: April 2 RECRUITMENT: April 5	SCAN	National Soyfoods Month
May	Gluten-Free Nutrition Mediterranean Diet Women and the Big C's	FODMAPS Fueling for Fitness Overweight/Obesity	SPACE: April 9 MATERIAL: April 30 RECRUITMENT: May 3	<i>Today's Dietitian</i> 5 <sup>th</sup> Annual Spring Symposium	National Celiac Disease Awareness Month, International Mediterranean Diet Month, Spring Showcase, Conference Issue
June	The Yogurt Aisle Children's Supplements Foodservice	Diabetes Retail RD Food Safety	SPACE: May 14 MATERIAL: June 4 RECRUITMENT: June 7	FAND	Conference Issue
July	Fitness Antioxidants Natural Sweeteners	Education, Professional Development Clinical Nutrition Dietary Fiber	SPACE: June 11 MATERIAL: July 2 RECRUITMENT: July 5	FAND	Summer Showcase, Conference Issue, <i>Today's Dietitian</i> Spring Symposium Wrap-Up
August	Back to School Nutrition Diabetes Management and Nutrition Guide Healthy Gut	Fitness Culinary Education Supplements	SPACE: July 9 MATERIAL: July 30 RECRUITMENT: August 2	AADE	Conference Issue
September	Heart Health Dairy Family Meals	Whole Grains Prenatal Nutrition Retail RD	SPACE: August 6 MATERIAL: August 27 RECRUITMENT: August 29	2018 National Conference	National Cholesterol Education Month, National Conference Showcase
October	Plant-Based Eating Seafood Micronutrients	Herbs and Spices Healthful Oils Healthful Snacking	SPACE: September 4 MATERIAL: September 24 RECRUITMENT: September 27	2018 National Conference	Fall Showcase, National Conference Issue
November	Diabetes Carbohydrates Produce	Integrative Nutrition Fermented Foods Adult and Senior Nutrition	SPACE: October 8 MATERIAL: October 29 RECRUITMENT: November 1		American Diabetes Month, Diabetes Showcase
December	Convenience Nutrition Supplements Dairy-Free	Brain Health Foodservice Menu Planning Retail RD	SPACE: November 5 MATERIAL: November 26 RECRUITMENT: November 29		Wellness and Prevention Annual Resource Guide

\* Subject to change

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

SIZE	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$9,885	\$9,505	\$9,120	\$8,865	\$8,500	\$8,285	\$8,075
2/3 Page	\$8,200	\$7,925	\$7,665	\$7,490	\$7,275	\$7,060	\$6,920
1/2 Page Vert	\$6,460	\$6,260	\$6,120	\$6,030	\$5,870	\$5,795	\$5,695
1/2 Page Horiz	\$6,220	\$6,015	\$5,870	\$5,780	\$5,600	\$5,515	\$5,445
1/3 Page	\$5,540	\$5,400	\$5,340	\$5,110	\$4,990	\$4,880	\$4,750
1/4 Page Horiz	\$5,070	\$4,915	\$4,865	\$4,725	\$4,625	\$4,560	\$4,490
1/4 Page Vert	\$4,590	\$4,425	\$4,385	\$4,345	\$4,270	\$4,250	\$4,220
Print Banner	\$2,690	\$2,640	\$2,565	\$2,525	\$2,475	\$2,455	\$2,415

All print advertisements receive double exposure through our digital companion, which is posted on our website, [www.TodaysDietitian.com](http://www.TodaysDietitian.com).

**Premium Placement**

- BACK COVER:** +30%
- INSIDE FRONT COVER:** +25%
- PAGE 3:** +25%
- INSIDE BACK COVER:** +20%
- OPPOSITE TABLE OF CONTENTS:** +20%
- OPPOSITE MASTHEAD:** +20%
- FRANCHISE OR OTHER PREFERRED POSITIONS:**  
+10% to 15%
- CONFERENCE ISSUES:** +10%

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

**SHOWCASE AD:** \$2,210

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.

**RESOURCE GUIDE LISTINGS:** \$975

**DATEBOOK**

1 insertion: \$395; 2 insertions: \$370 each; 3 or more: \$340 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at [www.TodaysDietitian.com/terms](http://www.TodaysDietitian.com/terms).

**High Impact Placements**

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

**INSERTS, POLYBAGS, OR SPECIAL REQUESTS**

Contact your account executive for details.

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



( Sample Belly Band )



( Sample resource guide ad, actual size )

## Resource Guides

*Today's Dietitian* Resource Guides are advertising vehicles that combine power with longevity. These cost-effective entries are hyper-targeted, which adds to their potency. Listings maintain their value because they are utilized by professionals year-round as reference tools when they're looking for the industry's most reliable companies, product lines, brands, and services. Our Resource Guides deliver key product information that assists and informs professionals making purchasing decisions, along with the direct contact information that can start mutually beneficial business relationships.

### 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

#### 2018 Resource Guide Issue

**DECEMBER:** 2019 Resource Guide

**All for only \$975**



( Sample showcase ad at 65%, actual size is roughly 3.45" x 4" )

## Product & Service Showcases

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

### Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad
- 70-word product description displayed in news release format
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted

#### 2018 Showcase Issues

**JANUARY:** Fresh Ideas  
**MARCH:** Nutrition  
**MAY:** Spring  
**JULY:** Summer  
**SEPTEMBER:** National Conference  
**OCTOBER:** Fall  
**NOVEMBER:** Diabetes

**All for only \$2,210**



### Full Banner (Top)

(468 × 60 pixels)

Open	\$2,970
3x	\$2,910
6x	\$2,830
9x	\$2,765
12x	\$2,660

### Leaderboard\*

(728 × 90 pixels)

Open	\$3,955
3x	\$3,885
6x	\$3,805
9x	\$3,705
12x	\$3,585

### Medium Rectangle\*

(300 × 250 pixels)

Open	\$3,655
3x	\$3,585
6x	\$3,515
9x	\$3,440
12x	\$3,330

### Wide Skyscraper\*

(160 × 600 pixels)

Open	\$4,470
3x	\$4,380
6x	\$4,290
9x	\$4,215
12x	\$4,100

### 3:1 Rectangle\*

(300 × 100 pixels)

Open	\$2,615
3x	\$2,560
6x	\$2,485
9x	\$2,425
12x	\$2,370

### Button\*

(120 × 60 pixels)

Open	\$1,485
3x	\$1,445
6x	\$1,385
9x	\$1,330
12x	\$1,275



**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

### Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days, which includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage.

**PRICE:** \$2,995

**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.

### Full Banner

(468 × 60 pixels)  
Homepage Only

Open	\$1,940
3x	\$1,860
6x	\$1,800
9x	\$1,710
12x	\$1,640



( Sample interstitial ad, 850 x 535 pixels )



( Sample intro page ad )

## 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:** \$7,520

## Digital Ad Packages

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

### Premium Package

- HTML custom e-blast to full e-subscriber list
- Full banner (468 x 60) within content in our e-Newsletter
- 30-day run-of-site Wide Skyscraper (160 x 600) banner on *Today's Dietitian's* website

**PRICE:** \$14,285

### Standard Package

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

**PRICE:** \$12,800

## Intro Page Ad on Digital Editions

Every issue of the print publication is digitized and posted on our website. Interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

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

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

**PRICE:** \$2,995 per issue

For information on additional High Impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, contact your account executive.

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 standalone editorial pieces that deliver your message in a style and format that are certain to be read.

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

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

With packages starting at just \$12,500, 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 contact your account executive.

## Toolkits

A natural traffic-driver to company and product information, this dedicated page on our website provides visitors with descriptions and direct links to sponsored pages that have been specifically created for dietitians and other nutrition professionals. Sponsor toolkits usually include special RD-centered materials, custom-made videos, and other informational resources developed for the RD to use as reference, in practice, or as educational support.

Don't have a Toolkit? *Today's Dietitian* can help you create and design a custom Toolkit specific to your needs! Contact your account executive for details.

### PRICING\*

- \$4,500 per year or only \$750 per year with full e-blast deployment

\* Includes promotion throughout the year.



( Sample Toolkit web page )



## 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:** Healthy Weight Management
- FEBRUARY:** American Heart Month, Heart Health
- MARCH:** Modern Agriculture, Supermarket/Retail RD
- APRIL:** Performance Nutrition, SCAN
- MAY:** Previewing *TD's* Spring Symposium, Gluten-Free
- JUNE:** News from *TD's* Spring Symposium, Supplements
- JULY:** Previewing AADE, Professional Development
- AUGUST:** School Nutrition, Diabetes
- SEPTEMBER:** National Conference Preview, Dairy
- OCTOBER:** News from National Conference, Plant-Based Eating
- NOVEMBER:** American Diabetes Month, Diabetes
- DECEMBER:** Wellness and Prevention



( Sample e-Newsletter )

SIZE	OPEN	3X	6X	9X	12X
<b>Leaderboard*</b> (728 × 90 pixels)	\$3,670	\$3,605	\$3,525	\$3,450	\$3,335
<b>Wide Skyscraper*</b> (160 × 600 pixels)	\$4,150	\$4,070	\$3,985	\$3,915	\$3,800
<b>Medium Rectangle</b> (300 × 250 pixels)	\$3,405	\$3,330	\$3,270	\$3,185	\$3,090
<b>3:1 Rectangle*</b> (300 × 100 pixels)	\$2,430	\$2,370	\$2,305	\$2,255	\$2,195
<b>Full Banner</b> (468 × 60 pixels)	\$1,800	\$1,730	\$1,670	\$1,590	\$1,525
<b>Rectangle*</b> (180 × 150 pixels)	\$1,385	\$1,340	\$1,280	\$1,240	\$1,185

\* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



( Sample e-mail marketing )



( Dietitians of the Week e-blast )

## E-Mail Marketing

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

**FULL LIST E-BLAST:** \$10,215  
 \$395 per 1,000 names for quantities under 24,000

## Dietitians of the Week E-Blast

- Weekly blast sent on Fridays, recapping the daily picks of the "RD of the Day"
- Sent directly to 32,000 e-mail recipients
- EXCLUSIVE Sponsor

**PRICING:** \$5,000  
 (Monthly, 4 Deployments)

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



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

## Sponsorship of Self-Study Courses and Webinars

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

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

To learn how your company can sponsor a webinar or continuing education course, contact Gigi Grillot at 646-942-2214 or e-mail [ggrillot@gvpub.com](mailto:ggrillot@gvpub.com).

**EXCLUSIVE WEBINAR PRESENTATION**  
**NUTRITION MANAGEMENT OF ADHD**  
 Earn 1 CEU  
 Presented by Wendy Phillips, MS, RD, CDE, CLE, FAND • Tuesday, June 13, 2-3 PM EDT

Attention-Deficit/Hyperactivity Disorder (ADHD) is a prevalent childhood neurodevelopmental disorder. The current practice is to manage ADHD with medications and possibly behavioral treatment programs. Nutrition interventions are rarely considered as treatments for ADHD, even though recent research shows promising results with supplementation of select nutrients. Moreover, traditional behavioral treatment programs for ADHD rarely include nutrition-related behavior management components. Increased awareness of the role that nutrition can play in the management of ADHD may promote the use of these valuable interventions to complement, not replace, medication management of ADHD.

Registered dietitians are uniquely qualified to work with the family to manage nutrition interventions for ADHD. In this practical webinar, **Wendy Phillips, MS, RD, CDE, CLE, FAND**, will review the scientific literature regarding nutrient supplementation and specialized nutrition interventions relating to ADHD. Attendees will be provided with practical, daily interventions for the family and person with ADHD as well as actionable solutions that RDs can provide to complement the family's values, patient care goals, and existing therapy.

**Learning Objectives**  
 After completing this continuing education course, nutrition professionals should be able to:

**LAST CHANCE TO REGISTER!**  
**BABY-LED WEANING:**  
 A step-by-step guide to starting solids using a safe, practical, and natural alternative to spoon-feeding purees  
 Earn 1 CEU  
**LOVE ONE TODAY**  
 Presented by Katie Ferraro, MPH, RD, CDE • Tuesday, April 25, 2-3 PM EDT

Was the last thing you learned about feeding a baby from your Lifecycle Nutrition class? Well, it's time to bump it all (in your baby-feeding knowledge)! There's an exciting and credible body of emerging evidence and practice that supports a baby-led approach to infant feeding, and dietitians NEED to know about that!

Baby-led weaning is an alternative to spoon-feeding whereby babies feed themselves real, wholesome foods from the get-go. Baby-led weaning helps babies become children that like and accept all types of food, it can help prevent picky eating and may even lead to lower rates of childhood overweight and obesity.

In this presentation, **Katie Ferraro, MPH, RD, CDE**, mom of 5 and self-proclaimed baby-led feeding fanatic is going to run you through everything you need to know about this safe and natural alternative to spoon-feeding. You'll learn about the baby-led approach to feeding, pros and cons, and tips for putting a baby's palate by the end of this webinar, you will be more confident about your ability to incorporate baby-led weaning into your own family or your nutrition practice.

**Learning Objectives**  
 After completing this continuing education course, nutrition professionals should be able to:

1. Understand the baby-led weaning to feeding
2. Recommend ideal first foods for babies
3. Implement a baby-led approach to feeding

1 CEU Suggested Performance Level

**LAST CHANCE TO REGISTER!**  
**Delivering a Dynamic TV Interview**  
 Presented by Sue Mah, MHS, RD, and Gina Sunderland, MSc, RD  
 Tuesday, May 8, 2017, from 2-3 PM EDT

With over 20 years of combined experience, media savvy dietitians **Sue Mah, MHS, RD**, and **Gina Sunderland, MSc, RD**, will share their media-savvy tips, real life experience and secrets, for success in both on-camera (TV) and behind your confidence in working with the media. Here's that message to you!

**Learning Objectives**  
 After completing this continuing education course, nutrition professionals should be able to:

1. Identify 10 essential questions to ask before any media interview
2. Define key CEs for writing effective key messages
3. Create and compare video scripts and headlines of media interviews using the Nutrition "Secrets of Success" outline
4. Apply techniques to gain insights and tips to their own media interviews

Suggested CDR Learning Needs Codes: 1000, 1001, 1140, 1010  
 Performance Indicators: 1, 2, 2.1, 4, 5.1, 5.1.1

Register Now

## Print Material Specifications

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

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

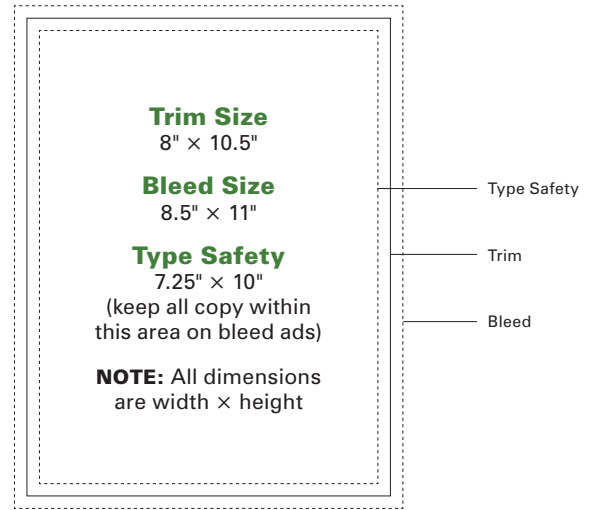
**TOTAL AREA COVERAGE:** Maximum ink density is 300%

**LINE SCREEN:** 133 lpi

**MINIMUM IMAGE RESOLUTION:** 300 dpi

No native applications accepted

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



## Hard-Copy Proofs

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

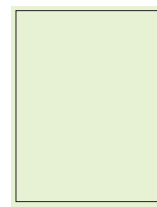
## File Submission

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

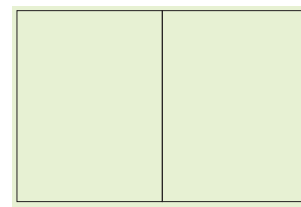
**FTP:** Available for larger files. Please contact your account executive for more information.

**MAIL:** 3801 Schuylkill Road  
Spring City, PA 19475

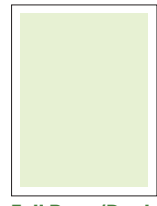
*Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.*



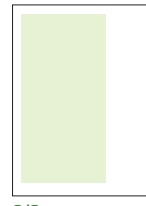
**Full Page (Bleed)**  
8.5" × 11"



**Spread (Bleed)**  
16.5" × 11"



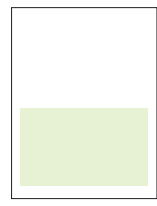
**Full Page (Border)**  
7" × 9.5"



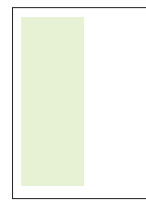
**2/3**  
4.5" × 9.535"



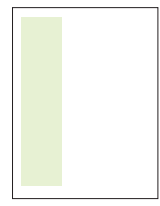
**1/2 (Bleed)**  
8.5" × 5.25"



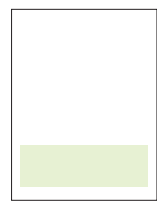
**1/2 Horizontal**  
7" × 4.237"



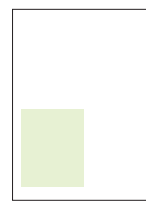
**1/2 Vertical**  
3.415" × 9.535"



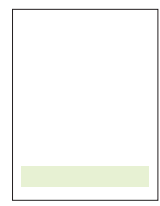
**1/3**  
2.22" × 9.535"



**1/4 Horizontal**  
7" × 2.25"



**1/4 Vertical**  
3.415" × 4.237"



**Print Banner**  
7" × 1.125"

## E-Mail Marketing Specifications

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

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

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

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

## Website Banners

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

**NO FLASH CREATIVE WILL 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.

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

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





## Recruiting With *Today's Dietitian*

Now in our 18<sup>th</sup> year serving nutrition professionals, *Today's Dietitian* has been established as the leading independent trade publication for registered dietitians, certified diabetes educators, foodservice managers, and certified dietary managers across the nation.

Working with the most powerful media brand in the industry at your disposal, advertisers and recruiters have several channels to present their career opportunities in nutrition and dietetics to our highly qualified audience.

When you choose one of the ad sizes offered, your open position will be immediately posted on our active job board, **AlliedHealthCareers.com**, be included in the *Today's Dietitian* monthly e-Newsletter, appear in the next print edition, and be deployed digitally to the desktops of our subscribers in our digital edition—all for one low price! Select your size and ensure your positions are seen today.

### RECRUITMENT SIZES AND RATES\*

SIZE	PRICE
1/8 (2.292" x 3.948")	\$1,050
1/6 Vertical (2.292" x 4.78") or 1/6 Horizontal (4.708" x 2.292")	\$1,225
2/9 Vertical (2.292" x 6.444") or 2/9 Horizontal (4.708" x 3.125")	\$1,630
5/18 Vertical (2.292" x 8.094") or 5/18 Horizontal (4.708" x 3.948")	\$1,950
1/3 Vertical (2.292" x 9.75") or 1/3 Horizontal (4.708" x 4.78")	\$2,405
4/9 (4.708" x 6.444")	\$3,245
Half Page (7.125" x 4.78")	\$3,935
Full Page (7.125" x 9.75")	\$6,995

\* All rates are net.

For additional digital options, which include e-blasts and web banners, call your account executive.