

Today's Dietitian

2021 MEDIA KIT



 @TodaysDietitian  /TodaysDietitian



Today's Dietitian is the leading independent source for news, information, research, and industry trends among the nation's influential community of nutrition professionals. **Today's Dietitian** provides registered dietitians, diabetes care and education specialists, foodservice managers, and culinary professionals with well-written content on essential topics that affect their clients, their profession, and their career development. **Today's Dietitian** is also a leading producer of accredited continuing education opportunities for these practitioners. For advertisers and recruiters seeking brand visibility that reaches influential professionals, the powerful **Today's Dietitian** media network offers a range of effective channels for delivering messages while showcasing products, brands, and services to the nation's community of RDs and other nutrition professionals.

DISPLAY *Double your exposure*

Simultaneous appearances in both the print and digital issues double your exposure with our readers. Our flagship print publication is a powerful vehicle to reach our loyal audience of 40,000 print subscribers. Each issue of **Today's Dietitian** also features a mobile-ready digital edition, which is delivered via e-mail to our digital subscribers and posted on our high-traffic website. Your print ad also appears in the digital edition, adding live links that connect readers to the landing pages of your choice.

WEBSITE *Maintain a consistent presence*

Our website hosts an abundance of relevant and timely content that readers come back to over and over again for research, reference, and expert insights. Banner ads and sponsored content online advertising opportunities put your message directly in the view of nutrition professionals.

E-MAIL *Direct to readers' inboxes*

The most powerful and direct way to connect with our audience electronically, our e-mail subscriber lists are valuable for advertisers looking to have their customized and unique message delivered directly to the inboxes of our readers.

E-NEWSLETTER *Monthly and beyond*

Our monthly e-Newsletter is delivered to the inboxes of our hyper-engaged subscribers who have opted-in to follow the most current news available. Banner ads place your message alongside our highly sought-after content.

CONTINUING EDUCATION *Sponsor learning*

The **Today's Dietitian** CE Learning Library is a professional development resource that provides online CDR-accredited continuing education credits for RDs and other nutrition professionals. Sponsorship of our self-study courses, webinars, and events such as our annual Spring Symposium are high-profile, high-impact opportunities for companies to promote and introduce products and brands to influential dietitians.

WEBINARS *Educate your audience*

Work with us to produce a webinar that educates nutrition professionals on a specific topic area or subject matter that highlights what you want our audience to know. Whether you host the webinar yourself or allow us to do so, we'll promote the event to our audience and get qualified people to attend.

SOCIAL MEDIA *Expand community outreach*

Today's Dietitian has a powerful and active social media presence among dietitians, as well as with personal trainers, fitness enthusiasts, and those interested in nutrition and healthful eating. Our Facebook and Twitter platforms can be used as part of multichannel campaigns or as targeted advertising campaigns.

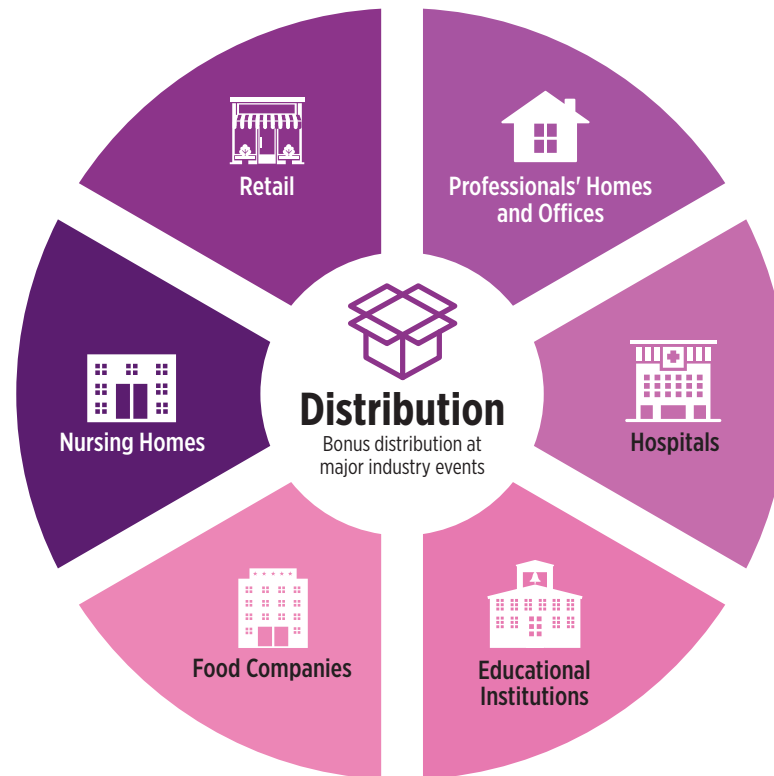
PRODUCT SAMPLING *Direct to influencers*

Get your samples directly to our Green Box Club Members, a curated group of influential RDs, in our signature **TD Green Box!** Our Green Boxes are filled with non-competitive, high-quality products and are delivered to 50 high-impact influencers and media RDs.

OUR AUDIENCE

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



*Publisher's Data
**Google Analytics

Please contact your account executive for material deadlines at sales@gvpub.com.

EDITORIAL CALENDAR

JANUARY

Features

Professional Development-Education
Sustainability
Weight Management

Departments

Healthful Snacking
Botanicals/Herbs
Plant Proteins

Special Platform

Fresh Ideas Showcase

SPACE DEADLINE: 12/11/20

FEBRUARY

Features

Heart Health
Cultural Foods
Breakfast

Departments

Dairy Alternatives
Supplements
Beverages

Special Platform

American Heart Month

SPACE DEADLINE: 1/8/21

MARCH

Features

Clinical Nutrition
Vegetarian/Vegan
Functional Foods

Departments

Diabetes
Senior Wellness
Legumes

Special Platform

Nutrition Showcase

ASPEN Conference Issue

SPACE DEADLINE: 2/5/21

APRIL

Features

Women's Health
Soyfoods
Sports Nutrition

Departments

Culinary Education
Infant Nutrition
Cognitive Health

Special Platform

National Soyfoods Month

SPACE DEADLINE: 3/5/21

MAY

Features

Plant-Based Milks
Mediterranean Diet
Overweight/Obesity

Departments

Popular Diet Trends
Bone Health
Food Allergies/Sensitivities

Special Platform

Spring Showcase

TD Spring Symposium Issue

SPACE DEADLINE: 4/2/21

JUNE/JULY

Features

Professional Development-Education
Whole Grains
Foodservice Menu Planning

Departments

Probiotics
2020-2025 Dietary Guidelines for Americans
Produce

Special Platform

Summer Showcase

SPACE DEADLINE: 5/21/21

AUGUST/SEPTEMBER

Features

Diabetes Management
Heart Health
Antioxidant Beverages

Departments

Convenience Nutrition
Supplements
Dietary Fiber

Special Platform

Conference Showcase

ADCES and National Conference Issue

SPACE DEADLINE: 7/16/21

OCTOBER

Features

Produce
Sustainability
Meat Alternatives

Departments

Children's Health
Gluten-Free Goodness
Cancer Nutrition

Special Platform

Fall Showcase

National Conference Issue

SPACE DEADLINE: 9/3/21

NOVEMBER/DECEMBER

Features

Diabetes
Clinical Nutrition
Brain Health

Departments

Nuts & Seeds
Energy Foods
Integrative Nutrition

Special Platforms

Diabetes Showcase and Wellness & Prevention Annual Resource Guide

SPACE DEADLINE: 10/15/21

PRINT RATES

| AD SIZE | OPEN | 3X | 6X | 9X | 12X | 18X |
|---------------------|----------|----------|---------|---------|---------|---------|
| Full Page | \$10,805 | \$10,390 | \$9,970 | \$9,690 | \$9,290 | \$9,055 |
| 2/3 Page | \$8,965 | \$8,660 | \$8,375 | \$8,190 | \$7,950 | \$7,715 |
| 1/2 Page Vertical | \$7,065 | \$6,845 | \$6,685 | \$6,595 | \$6,425 | \$6,330 |
| 1/2 Page Horizontal | \$6,805 | \$6,580 | \$6,425 | \$6,315 | \$6,125 | \$6,040 |
| 1/3 Page | \$6,065 | \$5,905 | \$5,845 | \$5,585 | \$5,455 | \$5,345 |
| 1/4 Page Horizontal | \$5,545 | \$5,380 | \$5,330 | \$5,170 | \$5,060 | \$4,995 |
| 1/4 Page Vertical | \$5,025 | \$4,840 | \$4,800 | \$4,755 | \$4,675 | \$4,655 |
| Print Banner | \$2,950 | \$2,885 | \$2,805 | \$2,765 | \$2,710 | \$2,690 |

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.

SHOWCASE AD: \$2,570

Contact your account executive for details.

RESOURCE GUIDE LISTINGS: \$1,100

Contact your account executive for details.

DATEBOOK: 1 insertion: \$460;

2 insertions: \$430 each;

3 or more: \$390 each

BELLYBANDS, COVER STICKERS, FRENCH GATES, INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

No print cancellations accepted 30 days before published deadline. Specific cancellation terms and conditions can be found at www.TodaysDietitian.com/terms.

RESOURCE GUIDE

The *Today's Dietitian* Wellness and Prevention Annual Resource Guide is an advertising vehicle that combines power with longevity. This cost-effective entry is hyper-targeted, which adds to its 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 Guide delivers key product information that assists and informs professionals making purchasing decisions, along with 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

All for only \$1,100

2021 Resource Guide Issue

NOVEMBER/DECEMBER:
Wellness & Prevention Annual Resource Guide



The Complete Dispensary Solution

Order from Emerson for in-office needs, add Wellevate for everything else. Watch your dispensary grow.

wellevate
by Emerson Ecologics

emersonecologics.com
wellevate.com

(Sample Resource Guide ad, actual size)

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

All for only \$2,570

2021 Showcase Issues

JANUARY: Fresh Ideas Showcase
MARCH: Nutrition Showcase
MAY: Spring Showcase
JUNE/JULY: Summer Showcase
AUGUST/SEPTEMBER: Conference Showcase
OCTOBER: Fall Showcase
NOVEMBER/DECEMBER: Diabetes Showcase



SONOMA COUNTY CALIFORNIA
North Coast
SINCE 1922

Finally, a kid friendly juice drink that isn't from concentrate! Made with 100% USA grown apples, North Coast Organic Kids Juice has 45% less sugar than our 100% apple juice and only 60 calories per serving. Now more than ever we need to put health and wellness at the top of our priority list. You can trust North Coast to show you the way.

Taste the dedication.

northcoastsales@manzanaproductsco.com
www.northcoast.organic

(Sample Showcase ad at 70%, actual size is roughly 3.45" x 4")

WEBSITE RATES

Full Banner (Top) (468 x 60 pixels)

| | |
|------|----------------|
| Open | \$3,675 |
| 3x | \$3,605 |
| 6x | \$3,500 |
| 9x | \$3,420 |
| 12x | \$3,295 |

Wide Skyscraper (160 x 600 pixels)

| | |
|------|----------------|
| Open | \$5,475 |
| 3x | \$5,365 |
| 6x | \$5,250 |
| 9x | \$5,165 |
| 12x | \$5,020 |

Leaderboard (728 x 90 pixels)

| | |
|------|----------------|
| Open | \$4,895 |
| 3x | \$4,800 |
| 6x | \$4,710 |
| 9x | \$4,585 |
| 12x | \$4,435 |

Medium Rectangle (300 x 250 pixels)

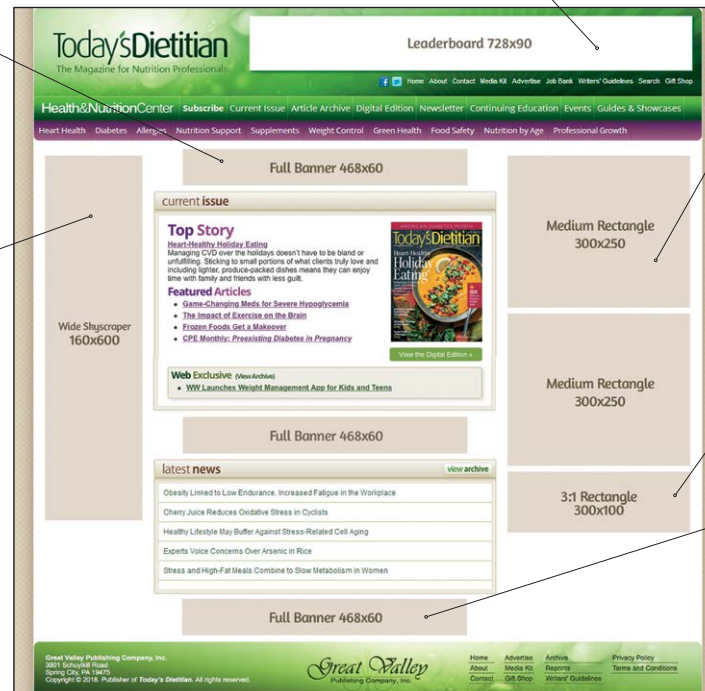
| | |
|------|----------------|
| Open | \$4,605 |
| 3x | \$4,520 |
| 6x | \$4,430 |
| 9x | \$4,330 |
| 12x | \$4,190 |

3:1 Rectangle (300 x 100 pixels)

| | |
|------|----------------|
| Open | \$3,205 |
| 3x | \$3,145 |
| 6x | \$3,045 |
| 9x | \$2,965 |
| 12x | \$2,905 |

Full Banner (468 x 60 pixels) *Homepage Only*

| | |
|------|----------------|
| Open | \$2,380 |
| 3x | \$2,285 |
| 6x | \$2,200 |
| 9x | \$2,100 |
| 12x | \$2,010 |



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: \$3,145**

All ads are sitewide unless otherwise noted.

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.

E-NEWSLETTER RATES

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: New Year, New You
- FEBRUARY:** American Heart Month: Heart Health and Whole Grains
- MARCH:** Immune Health and Support
- APRIL:** Performance Nutrition and Fitness
- MAY:** Previewing *TD's* Spring Symposium; Sustainability
- JUNE:** News from *TD's* Spring Symposium; Brain Health

- JULY:** Professional Growth/Career Development
- AUGUST:** Diabetes Management and Nutrition
- SEPTEMBER:** National Conference Preview; Family Meals
- OCTOBER:** News from National Conference; Plant Proteins
- NOVEMBER:** American Diabetes Month: Low Sugar Foods and Snacks
- DECEMBER:** Healthful Holiday Season

| AD SIZE | OPEN | 3X | 6X | 9X | 12X |
|--|---------|---------|---------|---------|---------|
| Leaderboard (728 × 90 pixels) | \$4,100 | \$4,015 | \$3,935 | \$3,840 | \$3,725 |
| Wide Skyscraper (160 × 600 pixels) | \$4,625 | \$4,540 | \$4,440 | \$4,365 | \$4,230 |
| Medium Rectangle (300 × 250 pixels) | \$3,800 | \$3,710 | \$3,640 | \$3,550 | \$3,440 |
| 3:1 Rectangle (300 × 100 pixels) | \$2,710 | \$2,650 | \$2,565 | \$2,515 | \$2,450 |
| Full Banner (468 × 60 pixels) | \$2,010 | \$1,930 | \$1,865 | \$1,770 | \$1,700 |
| Rectangle (180 × 150 pixels) | \$1,540 | \$1,495 | \$1,430 | \$1,390 | \$1,320 |

Banner positions not fixed, but based on content distribution.



(Sample e-Newsletter)

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 opt-in list of professional subscribers.

FULL LIST E-BLAST: \$11,525

\$445 per 1,000 names for partial list deployment.

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

CUSTOM DIGITAL SUPPLEMENTS

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

SPONSORSHIP OPTIONS

OPTION 1

Advertiser **supplies content**, and *Today's Dietitian* formats provided content into a digital magazine-style format

- **PAGE COUNT:** Up to **10 PAGES** (Client ad placements will count toward the total page count.)
- **RICH MEDIA OPTIONS:** Video, audio, Flash animation

Rate includes full marketing support: **\$15,985**

OPTION 2

Advertiser chooses a selected topic or specialty for the editorial content

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

Rate includes full marketing support: **\$22,380**



MARKETING SUPPORT INCLUDES...

- Piece will be hosted on *Today's Dietitian's* website, www.TodaysDietitian.com
- One FULL e-BLAST will be sent to *Today's Dietitian's* entire list of opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in the next available edition of *Today's Dietitian's* monthly e-newsletter
- 30-DAY (300 x 100) Rectangle Banner will appear on *Today's Dietitian's* website, which will be linked to the advertiser's supplement
- Social media marketing support through Facebook and Twitter

A LA CARTE ITEMS

- Additional pages: \$525 per page
- Additional months of the website banner (linked to supplement): \$785 per month

Please contact your account executive about other custom options that are available.

TOOLKITS

A natural traffic-driver to company and product information, this dedicated page on our website provides visitors with descriptions and direct links to sponsor-hosted 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*

\$4,725 per year or only \$790 per year when secured with a supporting full e-blast deployment

* Includes promotion throughout the year.

HIGH-IMPACT DIGITAL AD PLACEMENTS

BILLBOARD AD

In compliance with new rules that block certain online banner advertising such as pop-ups, interstitials, and takeovers from appearing on widely used browsers, our newest option offers advertisers the top position on our site with a sizable banner area for messaging, branding, and calls to action. A prominent and exclusive location, a Billboard will position the advertiser to be the first to welcome and inform our frequent website visitors.

All for only \$8,255 a month

INTRO PAGE AD

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 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 available for product and branding messaging.

All for only \$3,385



(Sample billboard ad, 970 x 250 pixels)



(Sample intro page ad)

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 sitewide Wide Skyscraper (160 x 600) banner on the magazine's website

PRICE: \$15,885

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 the magazine's website

PRICE: \$14,080

WEBINAR SPONSORSHIP PACKAGES

Webinars are now one of the most popular platforms for dynamic content distribution. *Today's Dietitian* is offering webinar sponsorship opportunities for companies looking for a unique, exclusive venue to reach our influential audience of nutrition professionals. Webinars can be hosted and facilitated either by the sponsoring companies or by *Today's Dietitian*.

PROMOTION

Today's Dietitian promotes sponsor's webinar

Includes the following for webinars, with sponsor company providing presenter and event hosting:

- Inclusion in monthly e-Newsletter promotion blast
- Two to three individual registration blasts promoting the live event/webinar and the company
- 30-day banner ad on *Today's Dietitian* website linking to webinar registration
- Webinar to reside on website for 12 months
 1. First month after event on home page as a banner linking to webinar
 2. Subsequent 11 months will have link from home page via our Webinar/Podcast button
- Social media outreach through Facebook and Twitter

ALL FOR ONLY \$17,550

HOSTING

Today's Dietitian promotes and facilitates webinar

Includes Webinar Promotion package

- **Hosting the live event on webcast platform**
- **Dedicated moderator**
- **Detailed metrics of viewers**
- Inclusion in monthly e-Newsletter promotion blast
- Two to three individual registration blasts promoting the live event/webinar and the company
- 30-day banner ad on *Today's Dietitian* website linking to webinar registration
- Webinar to reside on website for 12 months
 1. First month after event on home page as a banner linking to webinar
 2. Subsequent 11 months will have link from home page via our Webinar/Podcast button
- Social media outreach through Facebook and Twitter

ALL FOR ONLY \$24,995

CONTENT DEVELOPMENT

Today's Dietitian develops, facilitates, and promotes webinar to sponsor's specifications

Includes everything in the Promotion and Hosting packages

- **Working with sponsor to generate topic framework**
- **Engagement of subject matter expert to present**
- **Assist in preparation of slide deck**
- Inclusion in monthly e-Newsletter promotion blast
- Two to three individual registration blasts promoting the live event/webinar and the company
- 30-day banner ad on *Today's Dietitian* website linking to webinar registration
- Webinar to reside on website for 12 months
 1. First month after event on home page as a banner linking to webinar
 2. Subsequent 11 months will have link from home page via our Webinar/Podcast button
- Social media outreach through Facebook and Twitter
- Hosting the live event on webcast platform
- Dedicated moderator
- Detailed metrics of viewers
- Includes webinar promotion package

ALL FOR ONLY \$29,950*

*Additional fees for presenter may apply

PRINT 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 \$275 per hour. Revisions to artwork will be charged at a rate of \$105 per hour.

FILE SUBMISSION

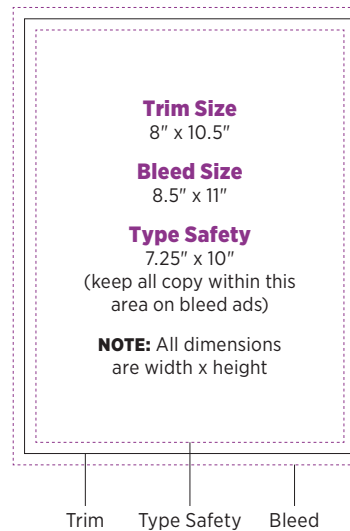
E-MAIL: ads@gvpub.com
For files under 10 MB

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

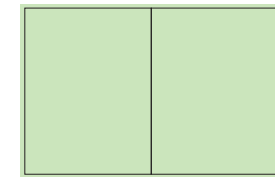
MAIL: 3801 Schuylkill Road
Spring City, PA 19475

HARD-COPY PROOFS

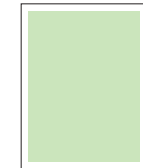
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Today's Dietitian* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received one week before the Material Deadline for the issue in which it will run. Send to address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



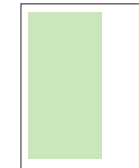
Full Page (Bleed)
8.5" x 11"



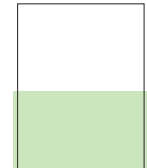
Spread (Bleed)
16.5" x 11"



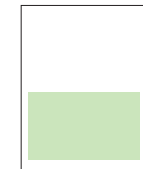
Full Page (Border)
7" x 9.5"



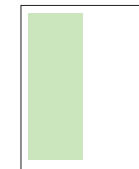
2/3
4.5" x 9.535"



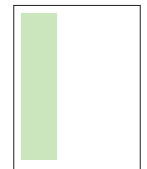
1/2 (Bleed)
8.5" x 5.25"



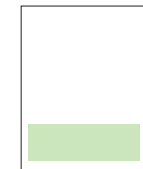
1/2 Horizontal
7" x 4.237"



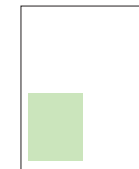
1/2 Vertical
3.415" x 9.535"



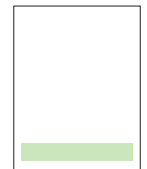
1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

DIGITAL SPECIFICATIONS

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 \$385 per hour. E-blast corrections will be charged at a rate of \$140 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 \$220 per hour. Revisions will be charged at a rate of \$85 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 \$220 per hour. Revisions will be charged at a rate of \$85 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.

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