



# LearningLibrary

TODAY'S DIETITIAN

## 2020 SPONSORSHIP OPPORTUNITIES

The *Today's Dietitian* CE Learning Library offers professionals a range of self-study courses and webinars that are innovative, targeted sponsorship opportunities for companies looking to connect with our loyal and influential audience of registered dietitians, certified dietary managers, diabetes educators, and other experts in the field of nutrition and dietetics.

Associating your company or brand with these peer-reviewed, topical courses and webinars provides a unique opportunity to have an exclusive presence in front of a professional audience who regularly design meal plans, create recipes, and recommend specific products for their clients, and make purchases for their employers.

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

# FOR-CREDIT WEBINAR SPONSORSHIPS

## Webinar Standard Package

- *Today's Dietitian* offers accredited topics conforming to CDR guidelines.
- Sponsor selects a topic of interest from calendar of currently scheduled webinars.
- Execution of webinar is predetermined based on existing schedule.

\$15,000

## Webinar Partner Package

- *Today's Dietitian* offers accredited topics conforming to CDR guidelines.
- Sponsor manages accreditation or selects a topic of interest from a robust list of courses that are currently in development.
- This package offers sponsor flexible scheduling of webinar, based on sponsor's preference and availability of presenter.

\$30,250

## Webinar Premier Package

- *Today's Dietitian* works with sponsors to identify a custom topic accredited and conforming to CDR guidelines.
- Webinar execution is driven by the sponsor's preferred timeline, development period, and availability of presenter.

\$38,500

### All webinar sponsorships include:

- Preparation of slide deck
- Hosting the live event
- Preparation of presenter
- Dedicated moderator
- Detailed metrics of viewers

### Plus, a robust marketing program, providing:

- Two to three individual registration blasts promoting the live event/webinar with sponsor acknowledgement
- Monthly e-newsletter promotion blasts
- Banner ad on *Today's Dietitian* website linking to webinar registration
- Recognized sponsor of course on CE Learning Course description page
- A recorded version of the webinar resides in the CE Learning Library for 12 months as an enduring course
- Social media outreach through Facebook and Twitter

## CE Digital Supplement

### Digital Supplement

- *Today's Dietitian* will take a continuing education course from its CE Library or one in development and lay out in a magazine-style format.
- Sponsor will have logo branding on cover of the supplement, along with ad pages and unique content embedded within the pages of the supplement.

### Marketing Support Includes

- Piece will be hosted on *Today's Dietitian's* website, [www.TodaysDietitian.com](http://www.TodaysDietitian.com)
- One FULL e-BLAST will be sent to *Today's Dietitian's* entire e-list of double opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in that same month's installment of *Today's Dietitian's* e-newsletter
- 30-DAY Button Banner will appear on *Today's Dietitian's* website, which will be linked to the advertiser's supplement
- Social media marketing support

\$25,000

To inquire about corporate sponsorship options, contact Gigi Grillot.

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