



LearningLibrary

TODAY'S DIETITIAN

2021 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](https://www.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 or webinars in development.
- Execution of webinar is predetermined based on existing schedule.

\$18,500

Webinar Partner Package

- *Today's Dietitian* hosts and promotes webinars conforming to CDR guidelines.
- Sponsor manages and acquires accreditation for webinar.
- This package offers sponsor flexible scheduling of webinar, based on sponsor's preference and *Today's Dietitian* hosting availability.

\$32,250

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 sponsor's preferred timeline, development period, presenter availability and hosting schedule.

\$43,500

All webinar sponsorships include:

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

Plus, a robust marketing program, providing:

- Two individual registration blasts promoting the live event/webinar with sponsor acknowledgement
- Promoted in monthly e-newsletter, dependent on e-newsletter and on webinar schedule
- 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
- One FULL e-BLAST will be sent to *Today's Dietitian's* entire e-list of 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

\$27,500

For more information on sponsorship options contact Gigi Grillot.

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