



# LearningLibrary

TODAY'S DIETITIAN

## 2015 SPONSORSHIP OPPORTUNITIES

For well over a decade, *Today's Dietitian* has been a reliable independent resource for nutrition professionals in need of continuing education credits for recertification and career development. Our commitment to continuing education has expanded significantly with the development of our CE Learning Library.

Accredited as a CPE provider by the Commission on Dietetic Registration, the *Today's Dietitian* CE Learning Library offers professionals a range of self-study courses and webinars that are innovative, targeted course sponsorship opportunities for companies to reach our established audience of influential dietitians, certified dietary managers, diabetes educators, and other experts in the field of nutrition and dietetics.

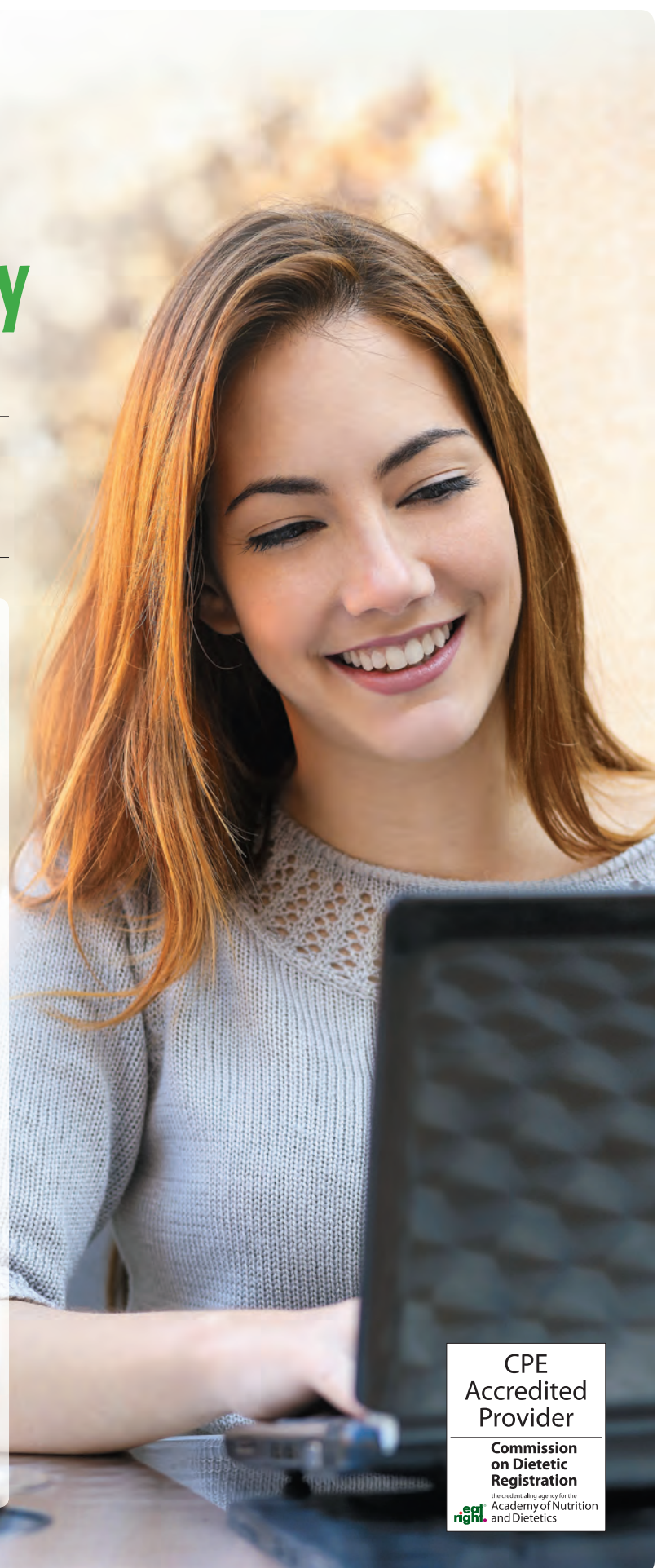
Associating your company or brand with these peer-reviewed, topical courses and webinars provides a unique opportunity to have an exclusive presence in front of a professional audience who regularly design meal plans, create recipes, and recommend specific products for their clients, and make purchases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

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

CPE  
Accredited  
Provider

Commission  
on Dietetic  
Registration

the credentialing agency for the  
Academy of Nutrition  
and Dietetics





## THE POWER OF SPONSORSHIP

We have several options for corporate sponsorship of courses in the CE Learning Library, all of which deliver **unique and exclusive access to our influential audience of nutrition professionals**. Most of our sponsorship packages provide corporate sponsors with direct marketing and promotional opportunities that would cost thousands more if each element were purchased separately.

By sponsoring our courses and webinars, you not only create a powerful marketing opportunity for your company or brand, but **you also allow us to offer these continuing education credits to professionals free of charge**.

Their appreciation for the chance to earn free CPEs cannot be fully measured by analytics or metrics, and it's one of the most basic reasons to advertise: giving people a positive feeling about your company, while demonstrating that your company values education.

For a **low-stress, high-impact experience**, the CE Learning Library can take care of everything—from accreditation to course and exam creation, audience development and registration, all the way through to final certification and credit delivery. You just provide your logo and a URL to where we drive traffic.

For companies that already have prepared articles with CDR accreditation by another provider, we can host the course for you, drive our audience to it, and deliver the same high level of exposure.

**Explore the various sponsorship opportunities enclosed here and you're sure to find one that works for your budget and fits in with your upcoming marketing plans.**



## A WORD FROM OUR SPONSORS

“As the leader in tomato nutrition and research, this was a perfect fit for us. Sponsoring a self-study course in the *Today’s Dietitian* CE Learning Library was well targeted, in terms of audience and subject matter, and cost-effective for the amount of exposure we received. Money well spent for an outstanding and unique marketing vehicle. Thanks to Sharon Palmer for writing such a great and informative course, we have received nothing but glowing feedback.”

– Alec Wasson, Tomato Products Wellness Council



“Our experience as a *Today’s Dietitian* webinar sponsor has been very positive. We received all of the pre-event promotion we were promised, the webinar was executed well, and the results were outstanding. This was a good investment of our marketing dollars.”

Patricia Felt-Gunderson, MS, RD, LD  
Kellogg’s US Nutrition Marketing Group



### Connect Your Brand Placement With Course Topics

Make your presence felt by associating with CE Learning Library courses on subjects that fit with your company or brand. With many more to come, our current curriculum includes topics such as:

- Autoimmune disease
- Cancer
- Cardiovascular disease
- Celiac disease and gluten
- Diabetes
- Dietary patterns (eg, Mediterranean, DASH)
- Dietary supplements
- Enteral and parenteral nutrition
- Food allergies
- Food and nutrition policy
- Food safety
- Foodservice
- Functional foods
- Geriatric nutrition
- Healthy aging
- Immune function
- Marketing/business communication
- Nutritional assessment/medical nutrition therapy
- Pediatric nutrition
- Professional development
- School nutrition
- Specific beneficial foods
- Teaching
- Vegetarian/vegan
- Weight loss
- Women’s health



## FOR-CREDIT COURSE SPONSORSHIPS

Sponsoring our most popular CPE offering, individual self-study courses, provides an exclusive and high-impact branding opportunity. Our influential audience of nutrition professionals regularly design meal plans, create recipes, and recommend specific products for their clients, and our course sponsors are uniquely positioned to garner interest in new or appropriate brands or product lines. Regardless of the sponsorship package you choose, your logo and website receive an impressive level of direct exposure.

### Community Package

We host your pre-prepared, fully accredited course.

- Hosting of course accredited by third-party provider (up to 4 CPEs) on CE Learning Library site for one year
- Metrics provided on monthly basis

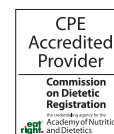
**\$11,000**

Best Value!

### Instructional Package

Course prepared, accredited, and promoted by *Today's Dietitian*!

- Hosting of course (up to 4 CPEs) on CE Learning Library site for one year
- Metrics provided on monthly basis
- Marketing and promotion:
  - E-blasts
  - Featured location on CE Learning Library site
  - Course-specific promotion in promotional materials
  - Social media outreach via Facebook and Twitter



**\$18,500**

### Reference Package

We host your pre-prepared, fully accredited course and support it with a powerful marketing campaign.

- Hosting, metrics, and marketing benefits of **Instructional Package**
- Course prepared by sponsor with accreditation from different provider

**\$25,000**

### Research Package

We provide the accreditation, exam, and audience development for your pre-prepared course.

- Hosting, metrics, and marketing benefits of **Instructional** and **Reference Packages**
- Course prepared and provided by sponsor
- Exam creation and accreditation (up to 4 CPEs) provided by *Today's Dietitian*



**\$30,250**

### Academic Package

*Today's Dietitian* handles everything from beginning to end. You reap the rewards!

- Development of course content and exam
- CDR accreditation (up to 4 CPEs)
- Hosting of course on CE Learning Library site for one year
- Metrics provided on monthly basis
- Full complement of marketing and promotion



**\$38,500**

# FOR-CREDIT WEBINAR SPONSORSHIPS

With the advent of streaming media and high-speed Internet, webinars are now one of the most popular platforms for continuing education. *Today's Dietitian* is offering a variety of opportunities for sponsoring webinars featured in our CE Learning Library website to companies looking for a unique, exclusive venue to reach our influential audience of RDs and nutrition professionals.

## Platform Package

*Today's Dietitian* provides the platform and promotion. Webinar to be facilitated and accredited by sponsoring company.

Package includes company's logo plus a link to its website in the following:

- Monthly e-newsletter promotion blasts
- 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
- Continuing education page on TodaysDietitian.com
- CE Learning Library course description page
- A recorded version of webinar resides in CE Learning Library for 12 months as an enduring course
- Social media outreach through Facebook and Twitter

\$18,500

## Partner Package

Webinar accredited by sponsoring company and facilitated by *Today's Dietitian*.

All the benefits of **Platform Package**, plus...

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

\$25,000

## Prime Package

Webinar accredited and facilitated by *Today's Dietitian*.

All benefits of **Partner Package**, plus...

- Provision of an accredited topic conforming to CDR guidelines
- Expert speaker to present webinar
- Preparation of slide deck
- Providing accreditation based on adherence to CDR guidelines



\$30,250

## Premier Package

Webinar accredited and facilitated by *Today's Dietitian*.

All benefits of **Prime Package**, plus...

- Research and input regarding custom topic selection
- Selecting/hiring field expert as a speaker
- Developing and presenting webinar



\$38,500



## MARKETING SUPPORT

All CE Learning Library course and webinar sponsorships enjoy a variety of marketing and promotional efforts that would benefit any company, product, or brand. While there are different benefits associated with our various sponsorship packages, participating companies get their logo and a direct link to their website included in various promotional channels such as:

**Custom e-mail marketing sent to subscriber and registration lists**

**Banner and written promotion in monthly e-newsletters**

**A Free Webinar on Protein Requirements**

New evidence suggests that the current RDA for protein intake may be inadequate for older adults.

In our upcoming free webinar on June 8, join the **Today's Dietitian CE Learning Library** presenter Sharon Palmer, RD as we provide the latest on protein requirements, so dietitians help patients stay healthy and fit as they age. Joining Sharon for this presentation will be Jeanette Beasley PhD, MPH, RD, assistant professor, department of epidemiology and public health at Albert Einstein College of Medicine in the Bronx, NY.

The learning objectives of this for-credit webinar are:

- To identify the current protein recommendations for older adults.
- To list 3 physical considerations associated with muscle mass in older adults.
- To provide 2 assessment criteria related to estimating protein needs in older adults.
- To create 3 strategies for meeting protein needs for older adults.

Join us on **Thursday, June 8 at 2 pm EDT for this free 1-credit educational event!** Log on to [CL.TodayDietitian.com](http://CL.TodayDietitian.com) to register.

This continuing education webinar is brought to you free of charge through the support of **Daisy Brand Cottage Cheese**.

Log on to [CL.TodayDietitian.com](http://CL.TodayDietitian.com) to register for this free 1-credit educational event!

**A Complimentary Course for You!**

Earn the credits you need and stay up-to-date on the latest research, developments, and trends without stretching your budget! Thanks to the generosity of our sponsors, who are investing your education, *Today's Dietitian* is pleased to offer the following course, free of charge, with more free CE coming soon.

**The Tomato-Prostate Cancer Connection**  
 Research Shows Potential Promise in Reducing the Risk of Prostate Cancer

This one-credit continuing education course will review the nutrients tomatoes contribute to the diet and the research showing associations between tomato consumption and reduced risk for prostate cancer. The practical application of these findings, including strategies for increasing clients' intake of cancer-protective nutrients, will also be presented.

This complimentary course is brought to you through the support of **The Tomato Products Wellness Council (TPWC)**. TPWC is a nonprofit voluntary organization representing all segments of the tomato products industry. The organization supports scientific research and information on tomato products. Sharon Palmer, RD has served as a consultant for TPWC.

**Take Free Course**

Register or log-in to [todaydietitian.com](http://todaydietitian.com) to take this complimentary CE course and be sure to check out our Summer Session Sale and other Special Offers!

**Today's Dietitian e-Newsletter**  
 October 2012

**In This Issue**

- Gettting for Better Health
- Peanut Allergies on the Rise
- Food Insecurity Adds to Problems in HIV
- Lasix: More Vulnerable to Kidney Disease, Type 2 Diabetes
- Tech & Tools
- Print Preview

**Tech & Tools**

**A Game-Changing Practice Management iPad App**  
 Conduit is an advanced therapist management tool that allows users to create and manage appointment and client information on the go without the need for an internet or 3G connection. Client appointments can be synced with the mobile calendar within any Apple device or computer, with direct map integration to aid house calls.

**Help for Tracking Blood Glucose Levels**  
 Blood Sugar Tracker by HealthyCloud.com allows users to log and track blood sugar as well as set target ranges. This app provides easy-to-understand graphs and charts that track blood glucose levels over time.

**Other Nutrition News**

- Peanut Allergies on the Rise**  
 A new study of children from gluten-free families, where peanut allergies tripled in the last decade, says this is evidence that peanut allergies are becoming more common in the developed world.
- Food Insecurity Adds to Problems in HIV**  
 According to a new study, people with HIV who don't have reliable access to nutritious food are more likely to end up in the hospital than those who regularly get enough to eat.

**Ask the Expert**

Have a dietetics-related question that you'd like our expert Tilly Amadio, MS, RD, CDN, to answer? E-mail [tilly@todaydietitian.com](mailto:tilly@todaydietitian.com) or send a tweet to [@tdietitian](https://twitter.com/tdietitian), and we may feature your query!

**Continuing Education**

Learn about vitamin D and cancer in this month's issue of *Today's Dietitian*. Read the CPE Monthly article, take the 10-question online test at [CE.TodayDietitian.com](http://CE.TodayDietitian.com), and earn two CPEUs!

**One-hour Continuing Education Webinars**

As part of our ongoing campaign to provide affordable, worthwhile continuing education choices for nutrition professionals, the *Today's Dietitian* CE Learning Library will present two FREE Webinars featuring respected expert Sharon Palmer, RD, a contributing editor at *Today's Dietitian* and author of *The Plant-Powered Diet*.

**Thursday, November 8, 2 pm ET**

**Help Your Patients Fill Their Fiber Gaps**  
 Sponsored by Kellogg's | 1 CE Credit

Learn why people do not consume adequate amounts of fiber, information about various types of fiber that can help promote health, and strategies to help your patients increase their fiber intake.

**Register Now**

**Thursday, December 6, 2 pm ET**

**Help Your Clients Reach Their Health Potential With a Plant-based Diet**  
 Sponsored by MorningStar Farms | 1 CE Credit

Learn about the current research relating to plant-based diets, define what a plant-based diet really is, and get strategies for implementing plant-based eating with clients.

**Register Now**

**30-day banners on our homepage**

**Today's Dietitian**  
 The Magazine for Nutrition Professionals

**A Complimentary Course for You!**

**The Tomato-Prostate Cancer Connection**  
 Take Free Course

**FREE Webinar on Fiber!**  
 Earn 1 Hour of CE Credit

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**current issue**

**Top Story**  
 Dining Out: Consider the Fibers You Eat in One with Phenolphthalein's effects, dining outside do you need about what food choices are the best ways to eat?

**Featured Articles**

- Food Allergies in Schools
- Microbiomics — Building a Platform for Scientists to Offer Personalized Medicine
- CEU: Health, Medical Funds

**Web Exclusive**

How Fat Does a Bitch Get?

**latest news**

- Aspirin in Rice: New Report Finds 'Vorschnen' Levels
- New York OKs Nation's First Ban on Super-Sized Sugary Drinks
- New Consumer Resource Helps Dietitians Common Food Ingredients
- Niacin-rich Red Wine May Help Reduce High Blood Pressure



**Social Media promotion via Today's Dietitian Facebook and Twitter pages**



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## WHAT PROFESSIONALS ARE SAYING

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Each course in the *Today's Dietitian* CE Learning Library has an evaluation section to be filled out prior to completing the credit certification process. The feedback we've received from nutrition professionals who have taken our courses has been consistent, constructive and, ultimately, rewarding. Here's a sampling of what professionals have been telling us:

"Excellent summary, well balanced, unbiased review. This is one of the best CPE courses I've done in quite some time."

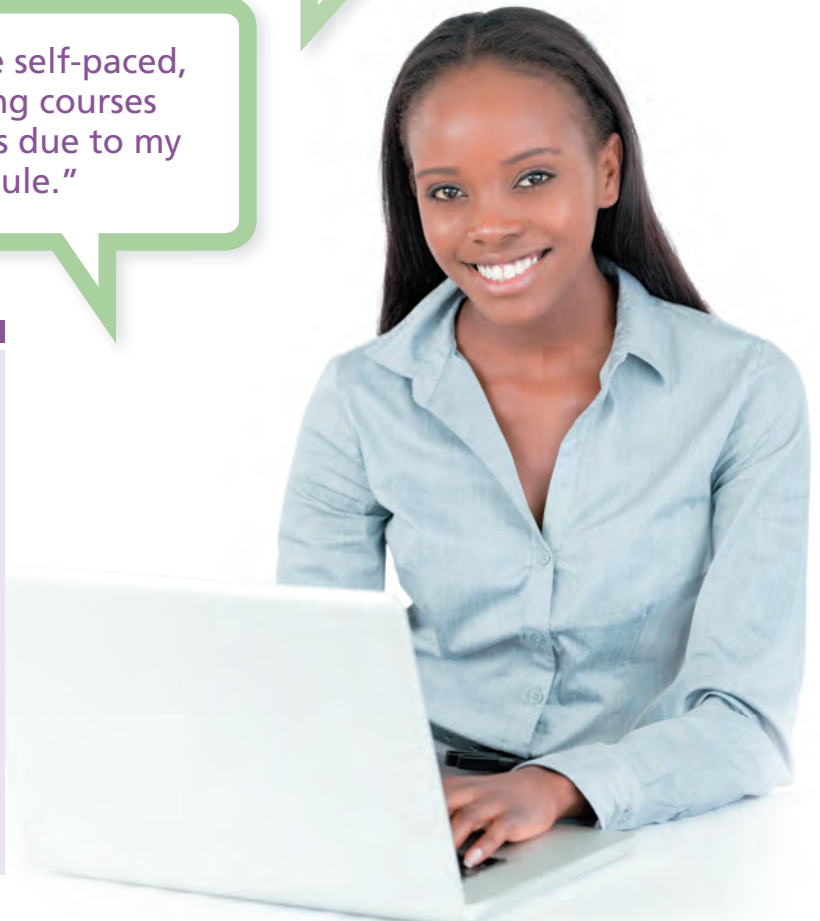
"Very good information for use in speaking to groups of patients as well as for creating handout materials."

"Very user friendly; like the option to print and read. Great basic course with important facts presented in simple format."

"The course was very well written, and it was easy to understand despite the complex information."

"I appreciate self-paced, self-learning courses such as this due to my busy schedule."

- "Excellent customer service as a first-time user of this CEU program."
- "I like that I can read the article and take the exam and **find out if I passed in one day.**"
- "You present **thought-provoking and interesting articles** each month!"
- "A **quick and easy way to learn** from your desk at work."
- "Interesting, and something I could **take on my lunch hour.**"





# Today's Dietitian

THE MAGAZINE FOR NUTRITION PROFESSIONALS



For well over a decade, *Today's Dietitian* magazine has been a trusted resource for RDs and nutrition professionals, earning a loyal and enthusiastic audience that appreciates our fiercely independent voice and tenacious coverage of subjects they truly want to learn more about.

Each month, *Today's Dietitian* provides this important community of professionals with best practices and recommendations for their clients through well-written content that reports on essential topics, such as diabetes management, heart health, food allergies, and weight control, as well as the latest in industry research, nutritional supplements, and special dietary options that include gluten-free living, plant-based diets, organic foods, and much more.

In *Today's Dietitian*, advertisers have a proven conduit for delivering key messages and opportunities to these influential professionals. Our powerful media brand offers an array of channels that reach our audience no matter where they are. In addition to our flagship monthly print publication, our platform includes a mobile-ready digital edition, which is posted on our high-traffic, super-targeted website. Our audience is also extremely active in social media, so we have a persistent, well-received presence on Facebook and Twitter that grows on a daily basis.

## THE INDUSTRY'S MOST POWERFUL MEDIA BRAND



PRINT



DIGITAL



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



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



To inquire about corporate sponsorship options, contact Gigi Grillot.

**PHONE:** 800-278-4400, ext. 134 **E-MAIL:** [ggrillot@gvpub.com](mailto:ggrillot@gvpub.com)