



Today's Dietitian

PUBLISHED SINCE: 1999

FREQUENCY: Monthly

SUBSCRIBERS: 40,000*

E-NEWSLETTER SUBSCRIBERS: 32,900*

MONTHLY WEBSITE USERS: 302,956**

AUDIENCE: Registered dietitians and nutrition professionals, including:

- Clinical dietitians
- Consultant/Private Practice/Media dietitians
- Clinical nutrition counselors
- Retail Dietitians
- Foodservice managers
- Certified diabetes educators
- Culinary professionals
- Other credentialed professionals allied to the field

DISTRIBUTION: Professionals' homes and offices, hospitals, educational institutions, nursing homes, government agencies, food companies, and correctional facilities. Bonus distribution at major industry events.

* Publisher's data

** Source: Google Analytics (average unique visits)

The Industry's Most Powerful Media Brand

Now in our 17th year of publication, *Today's Dietitian* is the trade publication registered dietitians and other nutrition professionals have come to trust each month as an independent voice on the issues and subjects that affect their profession, their clients, 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.

Anchored by our flagship monthly print publication, the powerful *Today's Dietitian* media network can showcase your product, brand, service, or professional opportunity via our mobile-ready digital edition, which is posted on our high-traffic, hyper-targeted website. Our monthly e-Newsletter serves timely news, research and information, as well as sponsor messaging, directly to the inboxes of subscribing nutrition

professionals. Dietitians are actively engaged in social media and our Facebook and Twitter followings are dynamic and growing daily from professionals across the English-speaking world.

The *Today's Dietitian* CE Learning Library is a powerful opportunity for advertisers to connect with nutrition professionals via high-profile and well-marketed sponsorships. Now established as one of the most cost-effective and professionally beneficial continuing education resources available in nutrition and dietetics, our courses and webinars can be underwritten by sponsor companies, who get significant branding opportunities while showing their support for the continuing education of these influential professionals.

Our annual Spring Symposium is a substantial opportunity for companies to gain live exposure to professionals, as sponsorship provides numerous ways throughout the three-day event to showcase products and brands while engaging professionals directly.

	January	February	March	April	May	June	July	August	September	October	November	December
Features	Weight Management Protein Sustainability	Heart Health Vegetarian Dairy Trends	Sports Nutrition Nuts/Seeds Retail Dietitian	Soyfoods Diabetes Management Carbohydrates	Living Gluten-Free Mediterranean Diet Micronutrients	Organics Senior Nutrition Foodservice	Obesity Summer Produce Allergy-Friendly Food	Diabetes Nutrition Children's Nutrition Fiber	Heart Health Whole Grains Food Allergies	Vegetarian Dairy Healthful Fats	Diabetes Meat & Poultry Frozen Foods	Top Diet & Nutrition Trends Protein Beverages
Departments	Diabetes Beverages Education	Fiber Boomer Health Brain Health	Probiotics Foodservice Women's Health	Fitness Foods Infant/Toddler Nutrition Clinical Nutrition	Omegas Eating Disorders Overweight/Obesity	Diabetes Culinary Education/ Cooking Sustainability	Digestive Wellness Education Antioxidants	Sports Nutrition Living Gluten-Free Seafood	Enteral/ Parenteral Nutrition Breakfast Eye Health	Senior Nutrition Eating Disorders Healthy Snacks	Holistic Nutrition Herbs & Spices Retail RD	Digestive Wellness Foodservice Menu Planning Supplements
Space Deadline	December 7	January 11	February 8	March 7	April 4	May 9	June 6	July 5	August 8	September 5	October 10	November 7
Material Deadline	December 23	January 29	February 26	March 25	April 22	May 27	June 24	July 22	August 26	September 23	October 28	November 25
Recruitment Deadline	January 7	February 4	March 3	March 31	April 28	June 2	June 30	July 28	September 1	September 29	November 3	December 1
Bonus Distribution		Expo West	SCAN Oldways Supermarket Dietitian Symposium TX AND Clinical Nutrition Management	CA Academy of Nutrition and Dietetics PA Academy of Nutrition and Dietetics	Today's Dietitian 3rd Annual Spring Symposium	Florida Academy of Nutrition and Dietetics Annual Conference	Florida Academy of Nutrition and Dietetics Annual Conference	AADE	2016 National Conference	2016 National Conference		
SPECIAL	Winter Product & Service Showcase	American Heart Month Heart Health Showcase Annual Nutrition Trends Survey Conference Issue	Celebrating Nutrition Nutrition Showcase Conference Issue	National Soyfoods Month Spring Product Showcase Conference Issue	National Celiac Disease Awareness Month Gluten-Free Resource Guide Symposium Showcase Conference Issue	Conference Issue	Summer Product & Service Showcase Conference Issue Today's Dietitian Spring Symposium Wrap-Up	Diabetes Resource Guide Conference Issue	National Cholesterol Education Month National Conference Issue Conference Showcase	Fall Showcase National Conference Issue	American Diabetes Month Diabetes Showcase	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	\$9,135	\$8,785	\$8,425	\$8,195	\$7,855	\$7,655	\$7,460
2/3 Page	\$7,580	\$7,320	\$7,085	\$6,920	\$6,720	\$6,520	\$6,395
1/2 Page Vert	\$5,970	\$5,785	\$5,655	\$5,570	\$5,420	\$5,355	\$5,260
1/2 Page Horiz	\$5,745	\$5,555	\$5,420	\$5,340	\$5,175	\$5,095	\$5,030
1/3 Page	\$5,115	\$4,990	\$4,930	\$4,720	\$4,605	\$4,505	\$4,390
1/4 Page Horiz	\$4,685	\$4,540	\$4,495	\$4,365	\$4,275	\$4,210	\$4,145
1/4 Page Vert	\$4,240	\$4,090	\$4,050	\$4,010	\$3,945	\$3,925	\$3,900
Print Banner	\$2,485	\$2,435	\$2,370	\$2,330	\$2,285	\$2,265	\$2,225

All print advertisements receive double exposure through our digital companion, which is posted on our website, 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: \$2,050

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.

PRODUCT PREVIEW: \$1,695

Supply a 40-word product description and a 4" x 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

RESOURCE GUIDE LISTINGS: \$925

DATEBOOK

1 insertion: \$375; 2 insertions: \$350 each;
3 or more: \$325 each

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



(Sample Belly Band)

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 Resource Guide Spread)

2016 Resource Guide Issues

MAY: Gluten-Free
AUGUST: Diabetes
DECEMBER: 2017 Resource Guide

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

All for only \$925



Sponsored Content

Fall Conference Showcase



LUIGI'S INTERMEZZO

LUIGI'S® Intermezzo™ bars are available for regular and most modified diets. With pre-measured 4.1 oz. clear liquid portions, LUIGI'S® Intermezzo™ relieves post-operative dry mouth and soothes throat and stomachs after colon or chemotherapy treatments.



J&S SNACK FOODS

www.jnsnackfoodservice.com



THRIVE
real. live. grow. real. benefits.

Welcome to the Next Generation of Nutrition.

Thrive Ice Cream is the next generation of nutrition! With 270 calories, 9 g of protein, 4 g of prebiotic fiber, 24 vitamins and minerals, and four probiotic strains including GanedenBC30, Thrive is real ice cream with real benefits for patients with nutritional challenges – even for Dysphagia, Kasher and Gluten Free Diets.

For more information on how to thrive with Thrive, visit us at www.thriveforhealthcare.com.

Sponsored Content

Fall Conference Showcase



PROHEAL

NEW! ProHeal™ Nutritional Supplements

DermaRite™, manufacturer of high quality skin & wound care, now offers nutritional supplements to help support "healing from without & within."

ProHeal™ & ProHeal™ Critical Care are medical foods developed for the dietary management of wounds and other conditions that would benefit from increased protein intake.

DermaRite

www.dermaRite.com

Please visit us at FNCE® booth #1153



Ancient Harvest

Whether you're gluten-free, vegetarian, flexitarian, or just looking for new, plant-based options, you can trust Ancient Harvest to do right by your appetite.

For more than 30 years, Ancient Harvest has provided great-tasting, gluten-free, organic and non-GMO foods, including gluten-free pasta, rice and cheese, ancient grain flours and more. To ensure diverse, periodical nutritious and delicious options the whole family will love, visit www.ancientharvest.com.



Sponsored Content

Fall Conference Showcase



esha RESEARCH

The Food Processor®

The Food Processor® Nutrition and Fitness Software now incorporates a new streamlined ribbon interface to easily give users clear access to all of the features in the program.

With just a few clicks of the mouse, nutrition professionals can automatically evaluate client dietary and fitness needs, calculate nutrient recommendations, analyze intake, design meals, develop exercise programs, and present the data in a variety of formats.

In addition, the database now includes expanded MyPlate and Diabetic Exchange food categories.

Visit ESHA at booth 1332 during this year's FNCE® show to learn more about The Food Processor program.

www.esha.com/products/food-processor

Because Life is Anything But Regular

Get to know Regular Girl – a symbiotic blend of delicately proven prebiotic fiber and probiotics that help maintain a healthy digestive balance. So you can always feel comfortable, in control and radiate confidence**

Eat, drink and be regular

- Delivers slow regularity without excess gas or bloating*
- 100% all natural and gluten free.
- Dissolves quickly & completely
- No taste, odor or grit.
- Mix with your favorite beverage or add to smoothies, cereals and more.
- Comes in a convenient resealable bottle to take with you on the go!



REGULAR Girl

www.regulargirl.com

Visit us at FNCE® Booth #928

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Sponsored Content

Fall Conference Showcase



CMU
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Online MS Degree in Nutrition & Dietetics

Enhance your knowledge and excel in this critical healthcare field. CMU has graduated students in the Master of Science degree in Nutrition and Dietetics program since 1994.

- Online Format
- Complete in 24-36 months
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- Transfer up to 15 credits for prior coursework or internship experience
- Apply graduate credits to continuing education requirements (CEU, CME)
- All courses taught by PhD, RD faculty
- Prepare for promotion and/or salary increase

Get started at cmich.edu/MSNutrition



Tufts Friedman School of Nutrition Science and Policy

Learn online at the world-renowned Friedman School of Nutrition.

Online + On Campus Master's Degree:

- Master of Nutrition Science and Policy (1 week on campus each semester)

Online Graduate Certificate Programs:

- Delivery Science for International Nutrition
- Sustainable Agriculture and Food Systems
- Developing Healthy Communities: Nutrition, Behavior Change and Physical Activity
- And More...

Building leaders in nutrition for a better world

Visit us at FNCE® or online at <http://nutrition.tufts.edu>

2016 Showcase Issues

JANUARY: Winter

FEBRUARY: Heart Health

MARCH: Nutrition

APRIL: Spring

MAY: Symposium

JULY: Summer

SEPTEMBER: National Conference

OCTOBER: Fall

NOVEMBER: Diabetes

(Sample Showcase Spread)

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 \$2,050

www.TodaysDietitian.com

100915

Leaderboard*
(728 × 90 pixels)

Open	\$3,270
3x	\$3,210
6x	\$3,145
9x	\$3,065
12x	\$2,965

Full Banner (Top)
(468 × 60 pixels)

Open	\$2,460
3x	\$2,405
6x	\$2,340
9x	\$2,285
12x	\$2,200

Wide Skyscraper*
(160 × 600 pixels)

Open	\$3,695
3x	\$3,620
6x	\$3,545
9x	\$3,485
12x	\$3,385

Button*
(120 × 60 pixels)

Open	\$1,230
3x	\$1,195
6x	\$1,145
9x	\$1,100
12x	\$1,055



Medium Rectangle*
(300 × 250 pixels)

Open	\$3,025
3x	\$2,965
6x	\$2,905
9x	\$2,840
12x	\$2,750

3:1 Rectangle*
(300 × 100 pixels)

Open	\$2,160
3x	\$2,115
6x	\$2,055
9x	\$2,005
12x	\$1,960

Full Banner
(468 × 60 pixels)
Homepage Only

Open	\$1,605
3x	\$1,535
6x	\$1,485
9x	\$1,415
12x	\$1,355

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

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.



(Sample intro page ad)

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 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.

PRICE: \$2,995 per issue



(Sample interstitial 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: \$6,950

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 × 60) within content in our e-Newsletter
- 30-day sitewide wide skyscraper (160 × 600) banner on **Today's Dietitian's** website

PRICE: \$12,250

Standard Package

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

PRICE: \$10,975

For information on additional high-impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, call 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 \$9,990, 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 call your account executive.

White Papers and Press Releases

Post your white paper or press release on our website exclusively for 30 days. A link to your content will be prominently placed on our homepage and reside in its own section of the website.*

*Contact your account executive to learn more.

Website Sponsored Content

Sponsor receives content control of native advertising posted on *Today's Dietitian'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

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:** Weight Loss/Obesity
- FEBRUARY:** American Heart Month, Heart Health
- MARCH:** Celebrating Nutrition, Oldways Supermarket RD Symposium
- APRIL:** SCAN, Sports Nutrition
- MAY:** Previewing *TD's* Spring Symposium, National Celiac Awareness Month
- JUNE:** News from *TD's* Spring Symposium, preview of ANFP Foodservice
- JULY:** Previewing AADE, Healthy Snacking
- AUGUST:** News from AADE, Diabetes
- SEPTEMBER:** National Conference preview, Whole Grains
- OCTOBER:** News from National Conference, Vegetarian Nutrition
- NOVEMBER:** American Diabetes Month, Diabetes
- DECEMBER:** Holiday Nutrition



(Sample e-Newsletter)



(Sample e-mail marketing)

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: \$9,445
 \$395 per 1,000 names for quantities under 24,000

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.

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$3,460	\$3,400	\$3,325	\$3,250	\$3,145
Wide Skyscraper* (160 × 600 pixels)	\$3,915	\$3,835	\$3,755	\$3,690	\$3,585
Medium Rectangle* (300 × 250 pixels)	\$3,210	\$3,140	\$3,080	\$3,005	\$2,915
3:1 Rectangle* (300 × 100 pixels)	\$2,290	\$2,235	\$2,175	\$2,125	\$2,070
Full Banner (468 × 60 pixels)	\$1,700	\$1,630	\$1,575	\$1,500	\$1,435
Rectangle* (180 × 150 pixels)	\$1,305	\$1,260	\$1,210	\$1,170	\$1,115

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



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.

Supermarket Nutrition: Promoting Health through Shopper Engagement
Presented by Barbara Rahn, MS, RD, LDN
Sponsored by Dr. Schär Institute
Wednesday, May 27, 2015, 2-3 pm EDT

Plant-Based Eating: A Sustainable Lifestyle
Thursday, January 29, 2015, 2-3 pm EST
Sponsored by MorningStar
Complimentary 1-Credit Continuing Education Webinar

Challenging Conventional Wisdom: Tree Nuts, Satiety and Weight Management
Thursday, March 19, 2015, 2-3 pm EDT
Sponsored by AMERICAN DIETETIC ASSOCIATION
Complimentary 1-Credit Continuing Education Webinar



Spring Symposium

This May in Orlando, *Today's Dietitian* will host our third annual Spring Symposium, a continuing education and networking event for dietitians and other nutrition professionals. Attendees can earn 15 CEUs or more by participating in sessions led by well-known experts on key topics. Our program also includes a variety of networking events where professionals can interact with presenters and their peers.

Symposium sponsorship opportunities are available for companies looking to promote their brands to our following of dietitians. Call for sponsorship information and to learn about other upcoming events.

For more information about sponsorship, contact Gigi Grillot at 646-942-2214 or e-mail ggrillot@gypub.com.

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

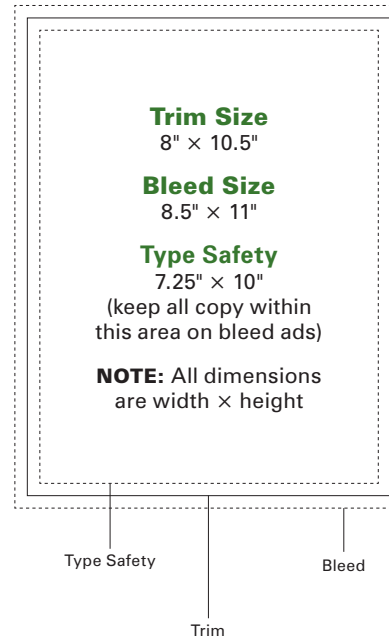
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Today's Dietitian* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar).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

File Submission

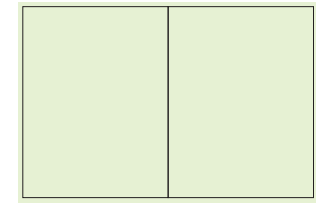
E-MAIL: ads@gvpub.com
For files under 10 MB

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

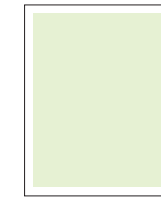
MAIL: 3801 Schuylkill Road
Spring City, PA 19475



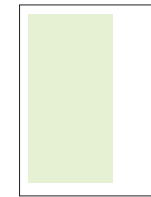
Full Page (Bleed)
8.5" × 11"



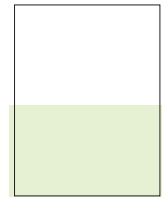
Spread (Bleed)
16.5" × 11"



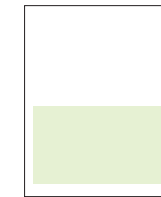
Full Page (Border)
7" × 9.5"



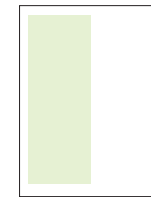
2/3
4.5" × 9.535"



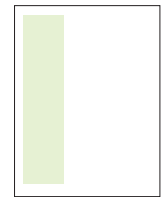
1/2 (Bleed)
8.5" × 5.5"



1/2 Horizontal
7" × 4.237"



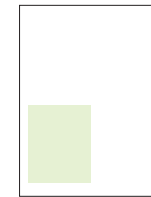
1/2 Vertical
3.415" × 9.535"



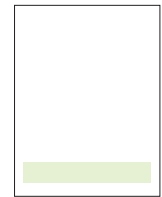
1/3
2.22" × 9.535"



1/4 Horizontal
7" × 2.25"



1/4 Vertical
3.415" × 4.237"



Print Banner
7" × 1.125"

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

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 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, Flash SWF (requires clickTAG), third-party ad tags. (Note: Files without extensions will not 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.

FLASH REQUIREMENTS: All programming must be Actionscript 3 (AS3) compatible. Simple animations can use AS2, but any complex events such as button events must be AS3. (In general, Zmags doesn't support AS2.) All AS3 movies should target Flash Player version 9. Use a frame rate of 30 fps, as this is what the viewer uses. Animations should be kept in individual movie clips and placed on the root timeline. Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

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.

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