

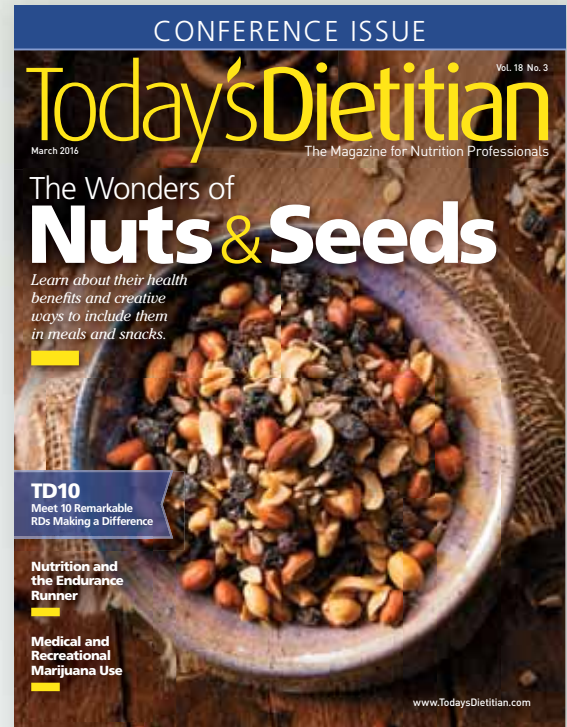
The Industry's Most Powerful Media Brand

Today's Dietitian is the leading independent source for news, information, research, and industry trends among the nation's influential community of nutrition professionals. Each month, **Today's Dietitian** provides registered dietitians, certified diabetes educators, foodservice managers, and culinary professionals with well-written content on essential topics that affect their clients, their profession, 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.

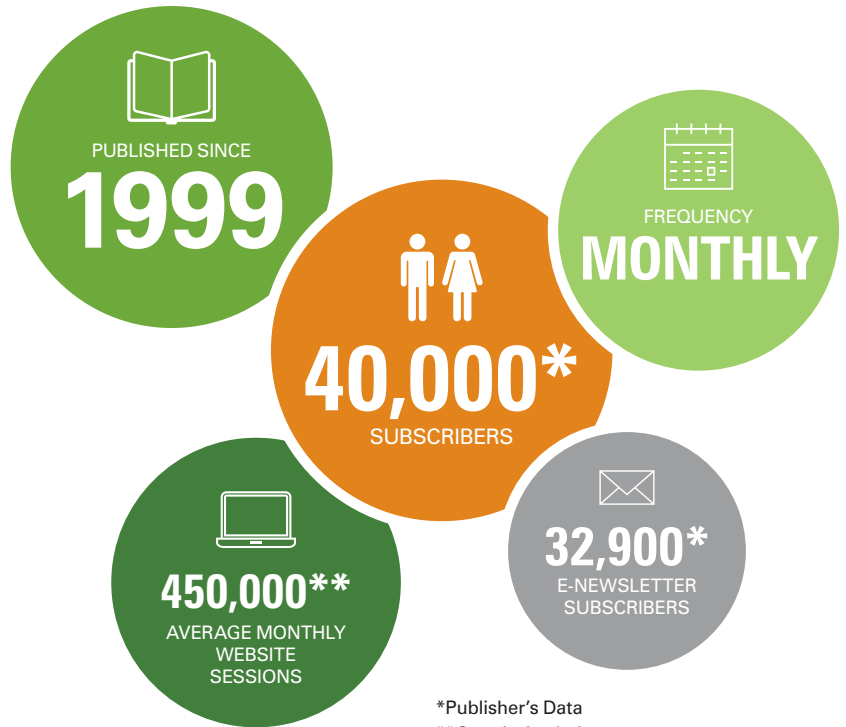
The powerful **Today's Dietitian** media network can deliver key messages while showcasing products, brands, services, or professional opportunities across several potent channels. Our network includes the following:

- Our flagship monthly **print publication**, with 40,000 subscribers from a range of workplace settings.
- Our mobile-ready **digital edition**, which is delivered via e-mail to more than 32,000 subscribers and posted on our high-traffic, hyper-targeted website, www.TodaysDietitian.com.
- Our **monthly e-Newsletter** serves timely news, research, and information, as well as banner ads, directly to the inboxes of subscribing nutrition professionals.
- Our **website** is a treasure trove of content for dietitians and other professionals, with thousands of articles from past issues on a wide range of important subjects. It also connects visitors to our digital editions, e-Newsletter archives, continuing education courses, job postings, events, and social media channels. With an average of nearly 450,000 impressions per month, www.TodaysDietitian.com is a powerful online resource and showcase for products, services, events, and more.
- Dietitians are actively engaged in **social media** and so are we. We distribute content daily via Facebook and Twitter and our followings are growing online communities of nutrition professionals and health-conscious individuals seeking accurate knowledge and insights.
- **NEW!** We've launched **RD Lounge.com**, a blog where dietitians can read the opinions and insights of fellow nutrition professionals and comment on them from the RD's point of view.



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



	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January	Weight Management Convenience Nutrition Cancer	Diabetes Children's Nutrition Education	SPACE: December 5 MATERIAL: January 3 RECRUITMENT: January 5		Winter Product & Service Showcase
February	Heart Health Plant-Based Eating Clinical Nutrition	Fiber Holistic Nutrition Brain Health	SPACE: January 9 MATERIAL: January 27 RECRUITMENT: February 2	Clinical Nutrition Week, EXPO WEST	American Heart Month, Heart Health Showcase, Conference Issue
March	Sports Nutrition Supermarket Retail RD Senior Wellness	Seafood Clinical Nutrition Omegas	SPACE: February 6 MATERIAL: February 24 RECRUITMENT: March 2	SCAN, Supermarket Symposium, Clinical Nutrition DPG, NV Dietetic Association	Celebrating Nutrition, Nutrition Showcase, Conference Issue
April	Soyfoods Diabetes Management Medical Foods	Fueling for Fitness Supplement Spotlight Probiotics	SPACE: March 13 MATERIAL: March 31 RECRUITMENT: April 6	CAND	National Soyfoods Month, Spring Product Showcase, Conference Issue
May	Gluten-Free Nutrition Mediterranean Diet Eating for Longevity	Women's Health Eating Disorders Overweight/Obesity	SPACE: April 10 MATERIAL: April 28 RECRUITMENT: May 4	<i>Today's Dietitian</i> 4th Annual Spring Symposium	National Celiac Disease Awareness Month, Gluten-Free/ Allergen-Free Resource Guide, International Mediterranean Diet Month, Symposium Showcase, Conference Issue
June	Children's Nutrition Sugar Substitutes Foodservice	Diabetes Dried Fruits Retail RD	SPACE: May 15 MATERIAL: June 2 RECRUITMENT: June 8	FAND	Conference Issue
July	Diabetes Management and Nutrition Guide Summer Snacking Digestive Wellness	Heart Health Education Antioxidants	SPACE: June 12 MATERIAL: June 30 RECRUITMENT: July 6	FAND, AADE	Diabetes Resource Guide, Conference Issue, <i>Today's Dietitian</i> Spring Symposium Wrap-Up
August	Back to School Nutrition Fitness Fiber	Sports Nutrition Food Safety Clinical Nutrition	SPACE: July 10 MATERIAL: July 28 RECRUITMENT: August 3		Summer Product & Service Showcase, Conference Issue
September	Heart Health Legumes Beverages	Breakfast Organics Retail RD	SPACE: August 7 MATERIAL: August 25 RECRUITMENT: August 29	2017 National Conference	National Cholesterol Education Month, National Conference Showcase, Conference Issue
October	Vegetarian Dairy Nutrigenomics	Senior Nutrition Healthful Fats Snacking	SPACE: September 4 MATERIAL: September 22 RECRUITMENT: September 28	2017 National Conference	Fall Showcase, National Conference Issue
November	Diabetes Supplements Frozen Foods	Integrative Nutrition Herbs & Spices Probiotics	SPACE: October 9 MATERIAL: October 27 RECRUITMENT: November 2		American Diabetes Month, Diabetes Showcase
December	Brain Health Protein Micronutrients	Digestive Health Foodservice Menu Planning Retail RD	SPACE: November 6 MATERIAL: November 24 RECRUITMENT: November 30		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	9,595	9,225	8,850	8,605	8,250	8,040	7,835
2/3 Page	7,960	7,690	7,440	7,270	7,060	6,850	6,715
1/2 Page Vert	6,270	6,075	5,940	5,850	5,695	5,625	5,525
1/2 Page Horiz	6,035	5,835	5,695	5,610	5,435	5,350	5,285
1/3 Page	5,375	5,240	5,180	4,960	4,840	4,735	4,610
1/4 Page Horiz	4,920	4,770	4,720	4,585	4,490	4,425	4,355
1/4 Page Vert	4,455	4,295	4,255	4,215	4,145	4,125	4,095
Print Banner	2,610	2,560	2,490	2,450	2,400	2,380	2,340

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: \$2,125

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.

RESOURCE GUIDE LISTINGS: \$950

DATEBOOK

1 insertion: \$385; 2 insertions: \$360 each; 3 or more: \$335 each

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

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 Belly Band)

(Sample Resource Guide Spread)

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.

2017 Resource Guide Issues

- MAY:** Gluten-Free/Allergen-Free
- JULY:** Diabetes
- DECEMBER:** 2018 Resource Guide

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 \$950

Increase your exposure within the *Today's Dietitian* Resource Guides with a larger display ad placement to appear within the editorial pages of the same issue. Contact your account executive for special packages.

Sponsored Content

Fall Conference Showcase



Introducing a new movement to inspire people to be healthy for Good by eating more fruits and vegetables in all colors and forms!

- new CPAs on smart food shopping and healthy cooking
- Heads Check mark grocery retail activities
- resources for your practice

Find out what we're up to: **FNCE® Booth 2960**
heart.org/healthyliving

American Heart Association
It's why.



Visit us at FNCE Booth #3218 to sample some of our new bars!

Atkins Nutritional, Inc. is the leading low carb program for consumers looking to achieve a healthy lifestyle. From weight loss and maintenance to improved overall health, Atkins offers the tools and education needed to help consumers eat a balanced diet with reduced levels of refined carbohydrates and added sugars, and rich in protein, fiber, fruits, vegetables and good fats. Atkins products are available online at atkins.com and in more than 50,000 locations throughout the U.S. and internationally. **To learn more about Atkins, visit atkins.com.**

Sponsored Content

Fall Conference Showcase

Recommend California Walnuts

California walnuts are the only nut rich in the essential omega-3 fatty acid ALA.

Walnuts offer protein, fiber and good fats, and are naturally cholesterol- and sodium-free!

25 years of research has looked at the effect of walnuts on heart health, cancer, cognitive health, diabetes, weight and male reproductive health.

For complete nutritional information, educational resources and tasty recipes, visit walnuts.org.

Visit Us at FNCE® Booth #2937



Nature's Legacy

WHAT, ME WORRY?

Many seemingly well-educated people have been influenced by self-proclaimed authorities regarding dietary practitioners like Paleo. Diet is just one example.

Are they aware that beef cattle consume 43 liters of water per day and that it takes an average of six pounds of grain to add one pound of meat on an animal, that the population will increase 60% to over 11 billion people by 2100, or that recent studies have shown a link between cancer and an above-normal consumption of animal protein?

For years, man has tried to increase yield per acre on major cereal crops. Wheat has been a major crop with an estimated 40,000 varieties in 18 years. Any gains in yield have shown decreases in digestibility and nutrients. One grain, **WFLX**, has not been subjected to man's manipulations, thus retaining all of its original goodness. Help make the world more sustainable—choose WFLX!

FOR FREE WHITE OR WHOLE GRAIN PASTA SAMPLES FOR YOU OR YOUR CLIENTS, CALL OR E-MAIL TODAY

www.natureslegacyfoods.com
Tel: 800-991-1400 / 977-7336
info@natureslegacyfoods.com
 417 S. Burdette St., Hudson, WI 54627
 Bernie

Breeding Metabolic Rate Tracker
Breeding Co.

Breeding® is the world's first mobile metabolic rate tracker that synchronizes wirelessly to a mobile app and allows you to measure and track resting metabolic rate to assess personalized caloric needs for your patients' weight management. Using a battery-operated hand-held device, Breeding brings you indirect calorimetry, #1 Academy of Nutrition and Dietetics' recommended practice at your fingertips with a self-guided open-friendly app and the measure of oxygen and carbon dioxide at an affordable cost (\$350).

<http://skore.breeding.com>
info@breeding.com
 480-629-5340



Biotta

Biotta Juices provide All the Goodness of Nature in a Bottle® with a line of premium vegetable and Fruit Juices, including the #1 Best Juice in the U.S.

Each delicious juice offers functional health and wellness benefits, and is certified USDA Organic and Non-GMO Project Verified.

Please stop by Booth 2450 to try a sample and learn more!

BiottaJuices.com



Making the switch to a healthier lifestyle should be fun and delicious. Coronara® HEARTSARD® have proven that deliciously whole grain formulas, which are designed to help your heart, are a great place to start. The active ingredient of plant sterols is what the heart needs itself on, with claims of blocking the absorption LDL (bad) cholesterol in the bloodstream and lowering the risk of heart disease.

www.heartbrandfoods.com
 (7) 800.989.9534 x6140



Masters and Certificate Programs in Nutrition and Health Promotion
Your Education. On Your Time.

Complete all your courses online, with a flexible schedule that fits your life. Have to online education? We'll guide you every step of the way!

Available programs include:

- MS in Clinical Nutrition
- MS in Nutrition Education
- Nutrition for Healthcare Professionals Certificate
- MS in Health Promotion and Wellness
- Essentials in Health Promotion and Wellness Certificate

Visit <http://fluma.edu> to learn more.
 Please visit us at booth #2343.

64 today's dietitian september 2016

(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 \$2,125

2017 Showcase Issues

- JANUARY:** Winter
- FEBRUARY:** Heart Health
- MARCH:** Nutrition
- APRIL:** Spring
- MAY:** Symposium
- AUGUST:** Summer
- SEPTEMBER:** National Conference
- OCTOBER:** Fall
- NOVEMBER:** Diabetes

www.TodaysDietitian.com

100716

Full Banner (Top)

(468 × 60 pixels)

Open	\$2,700
3x	\$2,645
6x	\$2,575
9x	\$2,515
12x	\$2,420

Leaderboard*

(728 × 90 pixels)

Open	\$3,595
3x	\$3,530
6x	\$3,460
9x	\$3,370
12x	\$3,260

Medium Rectangle*

(300 × 250 pixels)

Open	\$3,325
3x	\$3,260
6x	\$3,195
9x	\$3,125
12x	\$3,025

Wide Skyscraper*

(160 × 600 pixels)

Open	\$4,065
3x	\$3,980
6x	\$3,900
9x	\$3,830
12x	\$3,725

3:1 Rectangle*

(300 × 100 pixels)

Open	\$2,375
3x	\$2,325
6x	\$2,260
9x	\$2,205
12x	\$2,155

Button*

(120 × 60 pixels)

Open	\$1,350
3x	\$1,315
6x	\$1,260
9x	\$1,210
12x	\$1,160

Full Banner

(468 × 60 pixels)
Homepage Only

Open	\$1,765
3x	\$1,690
6x	\$1,635
9x	\$1,555
12x	\$1,490



All ads are **site-wide** 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

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

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 interstitial ad)



(Sample intro page 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: \$7,160

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 run of site wide skyscraper (160 × 600) banner on *Today's Dietitian's* website

PRICE: \$13,475

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: \$12,075

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 include the following:

- 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

For information on additional High Impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, contact 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 \$11,500, 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 contact your account executive.

Toolkits

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

- \$4,500 per year or only \$750 per year with full e-blast deployment

* Includes promotion throughout the year.



(Sample Toolkit web page)

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, Supermarket/Retail RD

APRIL: Sports Nutrition, SCAN

MAY: Previewing *TD's* Spring Symposium, National Celiac Awareness Month

JUNE: News from *TD's* Spring Symposium, Healthful Snacking

JULY: Previewing AADE, School Nutrition

AUGUST: News from AADE, Diabetes

SEPTEMBER: National Conference Preview, Healthful Fats

OCTOBER: News from National Conference, Vegetarian Nutrition

NOVEMBER: American Diabetes Month, Diabetes

DECEMBER: Holiday Nutrition



(Sample e-Newsletter)

SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 × 90 pixels)	\$3,565	\$3,500	\$3,425	\$3,350	\$3,240
Wide Skyscraper* (160 × 600 pixels)	\$4,030	\$3,950	\$3,870	\$3,800	\$3,690
Medium Rectangle (300 × 250 pixels)	\$3,305	\$3,235	\$3,175	\$3,095	\$3,000
3:1 Rectangle* (300 × 100 pixels)	\$2,360	\$2,300	\$2,240	\$2,190	\$2,130
Full Banner (468 × 60 pixels)	\$1,750	\$1,680	\$1,620	\$1,545	\$1,480
Rectangle* (180 × 150 pixels)	\$1,345	\$1,300	\$1,245	\$1,205	\$1,150

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



(Sample e-mail marketing)



(Dietitians of the Week e-blast)

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: \$9,730
 \$395 per 1,000 names for quantities under 24,000

Dietitians of the Week E-Blast

- Weekly blast sent on Fridays, recapping the daily picks of the "RD of the Day"
- Sent directly to 32,000 e-mail recipients
- EXCLUSIVE Sponsor

PRICING: \$5,000
 (Monthly, 4 Deployments)

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.



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.

To learn how your company can sponsor a webinar or continuing education course, contact Gigi Grillot at 646-942-2214 or e-mail ggrillot@gvpub.com.



Today's Dietitian SPRING SYMPOSIUM



This May in New Orleans, *Today's Dietitian* will host our fourth annual Spring Symposium, a continuing education and networking event for dietitians and other nutrition professionals. Attendees can earn 20 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@gvpub.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)

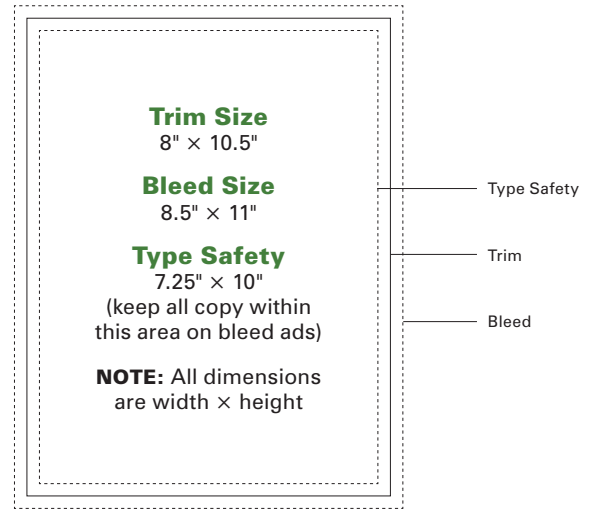
TOTAL AREA COVERAGE: Maximum ink density is 300%

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.

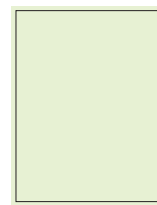
File Submission

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

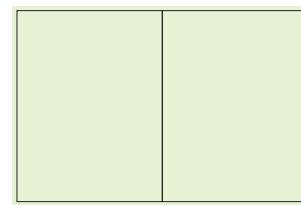
FTP: Available for larger files. Please contact your account executive for more information.

MAIL: 3801 Schuylkill Road
Spring City, PA 19475

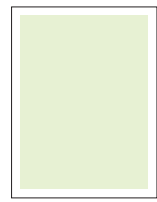
Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.



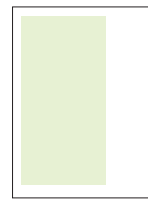
Full Page (Bleed)
8.5" × 11"



Spread (Bleed)
16.5" × 11"



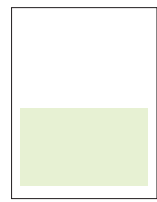
Full Page (Border)
7" × 9.5"



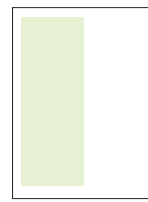
2/3
4.5" × 9.535"



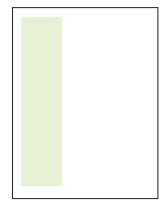
1/2 (Bleed)
8.5" × 5.25"



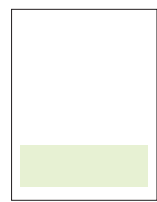
1/2 Horizontal
7" × 4.237"



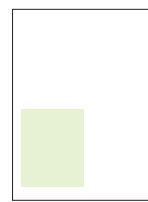
1/2 Vertical
3.415" × 9.535"



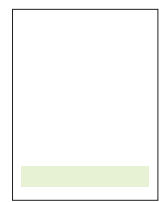
1/3
2.22" × 9.535"



1/4 Horizontal
7" × 2.25"



1/4 Vertical
3.415" × 4.237"



Print Banner
7" × 1.125"

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 \$350 per hour. E-blast corrections will be charged at a rate of \$125 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 \$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.

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



Recruiting With *Today's Dietitian*

Now in our 18th year serving nutrition professionals, *Today's Dietitian* has been established as the leading independent trade publication for registered dietitians, certified diabetes educators, foodservice managers, and certified dietary managers across the nation.

Working with the most powerful media brand in the industry at your disposal, advertisers and recruiters have several channels to present their career opportunities in nutrition and dietetics to our highly qualified audience.

When you choose one of the ad sizes offered, your open position will be immediately posted on our active job board, **AlliedHealthCareers.com**, be included in the *Today's Dietitian* monthly e-Newsletter, appear in the next print edition, and be deployed digitally to the desktops of our subscribers in our digital edition—all for one low price! Select your size and ensure your positions are seen today.

RECRUITMENT SIZES AND RATES*

SIZE	PRICE
1/8 (2.292" x 3.948")	\$1,050
1/6 Vertical (2.292" x 4.78") or 1/6 Horizontal (4.708" x 2.292")	\$1,225
2/9 Vertical (2.292" x 6.444") or 2/9 Horizontal (4.708" x 3.125")	\$1,630
5/18 Vertical (2.292" x 8.094") or 5/18 Horizontal (4.708" x 3.948")	\$1,950
1/3 Vertical (2.292" x 9.75") or 1/3 Horizontal (4.708" x 4.78")	\$2,405
4/9 (4.708" x 6.444")	\$3,245
Half Page (7.125" x 4.78")	\$3,935
Full Page (7.125" x 9.75")	\$6,995

* All rates are net.

For additional digital options, which include e-blasts and web banners, call your account executive.



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We have developed the ultimate niche website for experienced, credentialed allied health professionals and the recruiters looking to hire them.

By focusing exclusively on our niche, AlliedHealthCareers.com is an excellent filter for recruiters who want to avoid receiving scores of résumés from unqualified candidates.

With postings starting at just \$275 and memberships that provide unlimited postings starting at \$1,850, we offer many options that deliver our audience of professionals to your openings and drive traffic to your online listings or website.



Digital Recruitment Packages*

Standard Package

- Full Banner on AlliedHealthCareers.com
- Button on *Today's Dietitian* website
- Banner on monthly e-Newsletter

PRICE: \$2,995

Welcome Package

- Digital Edition Welcome Page ad (opposite cover)
- Full Banner on AlliedHealthCareers.com
- 30-day job posting on AlliedHealthCareers.com

PRICE: \$3,595

Premium Package

- 3:1 Banner on AlliedHealthCareers.com
- Button on www.TodaysDietitian.com
- Custom e-blast to full subscriber list
- 30-day job posting on AlliedHealthCareers.com

PRICE: \$6,995

* All packages can be upgraded to include a print ad and the total recruitment solution. Contact your account executive for details.