



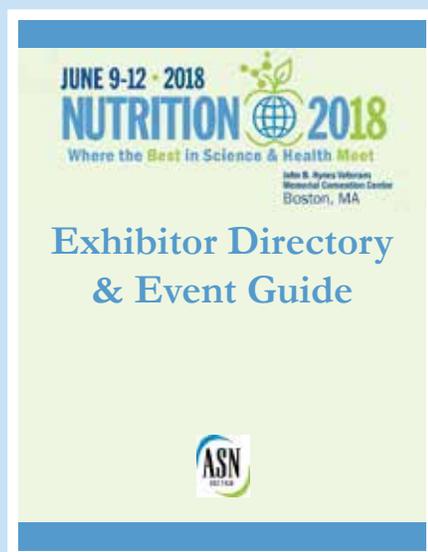
## Advertising Opportunities

*Nutrition Notes Daily* is the official daily newspaper of Nutrition 2018. There will be five issues, an electronic preview issue, three onsite print issues with digital distribution and a post-conference electronic highlights issue.

The preview (early May) and highlights (late June) issues will be distributed via email to more than 10,000 members of the ASN community, including members, attendees and industry supporters.

The onsite issues will be actively distributed to attendees as they enter the Hynes Convention Center in Boston each morning (Saturday, June 9, Sunday, June 10 and Monday, June 11). Digital versions will also be featured in a daily email newsletter distributed during Nutrition 2018.

All editions are posted to the ASN blog and heavily promoted via our social media platforms. ASN science writers produce original content recapping sessions, while social events are covered with photos and attendee snapshots.



*The Nutrition 2018 Exhibitor Directory and Event Guide* is a high quality, color reference publication distributed to each attendee at registration and throughout the Hynes Convention Center in Boston

The directory section lists all exhibitors, their products, services, and brand names (as provided by individual exhibitors).

Attendees use this expanded directory to navigate the Exhibit Hall, and also as a year-round reference guide for finding vendors. The event guide section lists all satellite symposia, which will help attendees find these industry events that take place during the busy three days of the meeting.



## Advertising Opportunities

### Nutrition Notes Daily

#### Advertising Deadlines

##### Preview Issue

##### Insertion Order Deadline

Friday, April 27, 2018

##### Materials Deadline

Friday, May 4, 2018

##### Onsite & Highlight Issues

##### Insertion Order Deadline

Wednesday, May 23, 2018

##### Materials Deadline

Friday, June 1, 2018

#### Advertising Rates and Specifications

Size	W x H	Preview, Highlights 1x/2x	1X <i>(Print and Electronic Editions)</i>	2X	3X
Bellyband		n/a	\$3,900/issue (includes printing)		
Page One Postcard Tip-on		n/a	\$2,900/issue (includes printing)		
Pg. 1 Strip ad	9 3/4" x 2"	\$900/1,200	n/a	\$3,700	\$5,100
Back Cover	9 3/4" x 14"	\$950/1,250	\$2,150	\$3,700	\$5,100
Full Page	9 3/4" x 14"	\$775/1050	\$1,750	\$2,850	\$3,900
Half Page Isl.	7" x 9 3/4"	\$575/875	\$1,500	\$2,650	\$3,600
Half Page	9 3/4" x 7"	\$475/750	\$1,300	\$2,400	\$3,300
1/4 Page	4 3/4" x 7"	\$375/600	\$950	\$1,800	\$2,600
New Product Showcase		See page 3.			
Classified/Recruitment Ads			\$200/issue (100-word limit)		

- Color charges: Print issues: \$750 per placement; color charges included in electronic issue pricing.
- All rates are gross rates. Appropriate agency commissions apply.

### Nutrition 2018 Exhibitor Directory and Event Guide

#### Advertising Deadlines

##### Insertion Order Deadline

Friday, May 4, 2018

##### Materials Deadline

Friday, May 11, 2018

#### Advertising Rates and Specifications

Size	W x H	Gross Rates (include 4C)
Back Cover*	8 1/4" x 10 3/4"	\$3,700
Full Page*	8 1/4" x 10 3/4"	\$2,500
Half Page Vertical	4 3/4" x 6 1/2"	\$1,800
Half Page Horizontal	7 1/4" x 4 3/4"	\$1,500
1/4 Page	3 1/2" x 4 3/4"	\$1,200
New Product Showcase	100 words + photo	See page 3.

- \* Trim dimensions for bleed ad. Non-bleed also available.
- All rates are gross rates. Appropriate agency commissions apply.

Contact Jenn Waters at CustomNEWS for more information,  
240/401-6779 or [jwaters@showdailies.com](mailto:jwaters@showdailies.com)



## Advertising Opportunities

### New Product Showcase

*Nutrition Notes Daily* and the *Exhibitor Directory & Event Guide* will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at PLA 2018. This is a great way to promote new books and product introductions

**• Pricing per listing:**

- Electronic Issues: \$250 net for 1x; \$450 net for 2x
- Onsite issues: \$900 net (all three issues)
- Event Guide: \$900 net

**• Listing Includes:**

- Company name
- Booth number
- Product photo
- Description (100 words max.)
- Link to company website in digital version

- *Listings organized alphabetically, by company name.*
- *Payment: credit card or invoiced upon receipt of paperwork.*

**Please see page 2 for corresponding deadlines.**

PAID LISTINGS  
New Product Showcase



**READ 2 SQUARED**  
Booth 540  
[www.readsquared.com](http://www.readsquared.com)

Engage patrons with READsquared's year-round reading programs. Promote your brand and enhance your library's experience with family accounts, activity logging, badges, suggested reading, events, missions, learning activities, book reviews, book trends, and more! All this, integrated with your library's catalog, ILS, and accessible on any mobile device or workstation.

READsquared allows your library to custom tailor the patron experience with targeted features, functions, and content by age, and promote community support thru collaboration with schools, museums, and program sponsors. Built-in assessments and unparalleled reporting provide insights into your community's unique character.

Scheduled a demo at www.READsquared.com.



**The Crowley Company**  
Booth 756  
[www.thecrowleycompany.com](http://www.thecrowleycompany.com)

Introducing the UScan+HD 18MP Imaging; Touchscreen Ease

The Crowley Company is pleased to introduce the UScan+HD, the latest model in the UScan+ reader-printer family for viewing, digitizing, and saving images from microfilm, microfiche, aperture cards, and more. The UScan+HD features an 18 MP camera array, the largest true optical camera in the market, producing images that are clear and accurate.

Marrying high-volume expertise with walk-up patron requirements, The Crowley Company has employed three decades of industry-leading Meikel Technology and Wicks and Wilson production-level scanning technology into an affordable multi-media patron and staff scan system ideal for easy research.

Try it today! Booth 756 or call (240) 215-0224.



**Tyndale House Publishers**  
Booth 1552  
<http://books.thedisziplinemaker.org/usversus-us/>

Here are the untold stories behind the largest-ever scientific study conducted on the religious history, practices, and beliefs of the LGBT community. The vacuum left by not knowing these stories or data has caused conjecture, presumption, prejudice, insecurity, and a host of other unfortunate distractions. And so we find ourselves in a place where LGBT people feel persecuted by the church, and people of conservative faith feel persecuted by the LGBT community. For the first time ever, this research shows that the stories of the LGBT community and the religious community are intertwined, complex, and above all, hopeful.

### Nutrition Notes Daily e-News

Advertising space is available in *Nutrition Notes Daily* e-News, a daily email newsletter that will be sent out three times during Nutrition 2018. Each edition will contain a link to the digital version of *Nutrition Notes Daily*, conference highlights, photos and the daily schedule. A maximum of four banner ads will be accepted in each issue. Each ad will be linked to the advertiser's website/webpage of choice.

Each day's email will be sent to the ASN community (members, conference attendees and industry supporters. (Estimated total of 10,000 per email).

Emails sent during ASN 2016 had an average open rate of 28% and an average click-thru rate of 5%.

**Email Dates:**

- Saturday, June 9
- Sunday, June 10
- Monday, June 11

**Daily Ad Rates:**

- Top banner ad (600 px w x 200 px h): \$1,200 (net, per ad placement)
- Banner ad (530 px w x 120 px h): \$900 (net, per ad placement)

**Insertion Order deadline:** May 23, 2018

**Materials deadline:** June 1, 2018

The screenshot shows the layout of the Nutrition Notes Daily e-newsletter. At the top is the ASN logo and the title "Nutrition Notes Daily". Below this is a section for "Nutrition Notes Daily Tuesday's Headlines" with bullet points: "ASN's Legacy Continues", "Beyond BMI: Health implications of weight and muscle mass in aging adults", and "Thriving rather than just surviving: Becoming a happy and effective scientist". There is a "Click here to read the Tuesday issue" link. Below that is the "Visit the ASN Center" section with location and hours information, and a paragraph about the ASN Center's role. At the bottom is the "Sponsored Satellite Programs" section. On the right side, there are two vertical banners: "Food and Nutrition Board Forum: Avoiding Obesity Trends, Meeting the Nutritional Needs of WIC Participants, and Understanding Food Allergy: Focus on Children 10:30am - 12:30pm Room 5108A" and "W.O. Alwayr Lecture: The Integrative Physiology of a Meal 2:00pm - 3:30pm Room 5108A".



# Advertising Insertion Order

Please return to  
Jenn Waters, CustomNEWS:  
Fax: 240/257-7171  
jwaters@showdailies.com  
Questions? 240/401-6779

## Company Information

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Ad Agency Information (if applicable)

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Space Reservations

### Nutrition Notes Daily:

Ad Size: \_\_\_\_\_ Number of Issues: \_\_\_\_\_ 4C? \_\_\_\_\_  
Gross Amount: \_\_\_\_\_ Agency Commission (if applicable): \_\_\_\_\_

### Exhibitor Directory & Event Guide

Ad Size: \_\_\_\_\_ Number of Issues: \_\_\_\_\_ 4C? \_\_\_\_\_  
Gross Amount: \_\_\_\_\_ Agency Commission (if applicable): \_\_\_\_\_

### New Product Showcase:

Number of Placements: \_\_\_\_\_ Daily or Guide? : \_\_\_\_\_ Total Cost: \_\_\_\_\_

### Email Advertising Placements:

Days for placements: \_\_\_\_\_ Position: \_\_\_\_\_ Total Cost: \_\_\_\_\_

**Net Amount:** \_\_\_\_\_

Payment Method:  Bill Me Now  Bill Me Upon Publication  Credit Card

## Charge Information

Card type: Visa, Mastercard, American Express or Discover Expiration Date: \_\_\_\_\_

Account #: \_\_\_\_\_ Billing address zip code: \_\_\_\_\_

Signature \_\_\_\_\_

### Cancellation Policy:

Onsite show daily and exhibitor guide advertisers cancelling after April 15, 2018, will be billed for 50% of the total net cost. Advertisers cancelling after May 1, 2018, will be billed for 100% of the total net cost.