Dear ASN Partners and Members:

Would you like to get your marketing message to more than 3,000 nutrition professionals at the American Society for Nutrition’s Scientific Sessions and Annual Meeting in a timely, low-cost manner?

Nutrition Notes Daily, a full-sized tabloid newspaper, will be published three times during the annual meeting and provided free to all ASN attendees. These daily editions are printed in full color and distributed in hard copy with accompanying digital editions.

Returning this year will be two electronic-only editions: one distributed before EB 2014 and one after. These editions give advertisers an even more cost-effective way to reach the entire ASN community.

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.

Advertising rates and mechanical specifications are printed on the reverse of this letter. Among the marketing options are classified ads, good for recruiters or departments looking for scientists, fellows or researchers. ASN Sustaining Partners receive a 25 percent discount on all ads in Nutrition Notes Daily. Previous advertisers are guaranteed the same rates they paid last year. Nutrition Notes Daily will also be published at the Advances and Controversies in Clinical Nutrition Conference. Advertisers in the April editions will qualify for further discounts if they repeat their ads at this event.

ASN has again partnered with CustomNEWS to bring you Nutrition Notes Daily. All inquiries, payments and advertising materials should be directed to our publisher, John Carter, at CustomNEWS, 571-232-3681.

Thank you and we look forward to seeing you in San Diego, Calif., and in the pages of the Nutrition Notes Daily.

Yours,
Suzanne Price
Communications and Media Director
The American Society for Nutrition’s convention daily newspaper is a one-of-a-kind opportunity for partners, affiliates and members to communicate their message, on-site, right at our Scientific Sessions, April 26-30, 2014 in San Diego, Calif. Nutrition Notes Daily will return in San Diego and will be published three times during the Annual Meeting, April 27, 28 and 29. In addition, two electronic-only editions will be published: before EB and after. The Nutrition Notes Daily gives partners, affiliates and members a cost-effective vehicle to reach ASN annual meeting attendees with their important marketing messages.

Each on-site daily issue will feature important up-to-the-minute news, schedule changes and photographic coverage of the symposia, networking events and other highlights. Issues will be directly distributed to ASN attendees every morning as they go to and from sessions. E-mail blasts will send the links of the electronic editions to the entire ASN community.

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Depth</th>
<th>Electronic Editions 1x/2x</th>
<th>1X</th>
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<td>Bellyband</td>
<td>9 3/4” x 2”</td>
<td>$1,500/$1,900</td>
<td>$3,600/issue</td>
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<td>Classified/Recruitment ads</td>
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<td>$150/issue (100-word limit)</td>
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</table>

**Size**
Trim size is 11 1/4” x 15”. Pages are four columns wide. All critical matter or illustrations should be kept at least 1/4” from all trim edges.

**Bleed Spreads**
Four-color or black-and-white spreads are available ROP. Rate is space plus 15 percent. All bleeds are toward the gutter only.

**Color**
Color is available for $750 per insertion.

**Mechanical Charges**
Any work done at an advertiser’s request will be charged. This includes electronic pre-flighting, alternations, substitutions, etc.

**Printing/Paper Stock**
Nutrition Notes Daily is printed cold web on 50 lb. offset stock.

**Premium Positions**
Premium positions are available at 15 percent over black-and-white space costs.

**Materials Accepted**
High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.

**Production of Advertisements**
Where an advertiser does not have advertising copy, the convention newspaper will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

**Agency Commissions/Discounts**
Nutrition Notes Daily will pay a standard 15 percent commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.
Advertising Insertion Order

Company

Company Name: __________________________________________________________________
Contact: __________________________ Title: __________________________________________
Street: __________________________________________________________________________
City: _________________________ State: ___________________ Zip: ______________________
Phone: _____________________ Fax: ____________________ E-mail: _______________________

Ad Agency (Please provide this information if appropriate)

Agency: ________________________ Contact: __________________________________________
Street: __________________________________________________________________________
City: ___________________________ State: ______________ Zip: __________________________
Phone: _____________________  Fax: _________________ E-mail: __________________________

Ad Specifics

Which Issues? __________________________________ Size of Ad:__________
Gross Space Cost: $__________________ Extras: Animation $ ________ Video $ ________
Total Gross Cost: $ ________________________________ Less Agency commission (if appl.) $________________
Net amount: $__________________ □ Bill me □ Credit Card (see below)

Special Instructions (Indicate special position, other discounts, etc.)
_________________________________________________________________________________
_________________________________________________________________________________

Fax, mail or e-mail this Insertion Order to:

Signature ________________________________
Date ________________________________

Charge Information □ Visa □ MC □ Discover □ American Express

Account #: __________________________ Expiration Date: __________________
Name of Cardholder: __________________ Signature ___________________