



American Society for Nutrition

Excellence in Nutrition Research and Practice

www.nutrition.org

April 26-30, 2014

# NutritionNotes Daily

San Diego, Calif.

2014 Scientific Sessions and Annual Meeting at Experimental Biology

## DIRECTLY TARGET NUTRITION SCIENTISTS, PHYSICIANS, POTENTIAL HIRES

Nutrition Notes Daily advertisers know their message is directly reaching ASN attendees.

Distribution of this annual meeting publication is targeted to ASN members attending the broader Experimental Biology meeting.

You have the opportunity, through advertising in Nutrition Notes Daily, to increase your company's visibility, invite attendees to your special events, and announce your new products.

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



See you at the beach. April 26-30 San Diego, CA  
 Scientific Sessions & Annual Meeting at EB




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# NutritionNotes

## Daily

San Diego, Calif.

2014 Scientific Sessions and Annual Meeting at Experimental Biology

**Meeting Preview**  
 Early April 2014

**Annual Meeting Daily**  
 April 27, 2014

**Annual Meeting Daily**  
 April 28, 2014

**Annual Meeting Daily**  
 April 29, 2014

**Meeting Wrap-Up**  
 May 2014

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.

Size	Width x Depth	Electronic Editions	1X	2X	3X
		<b>1x/2x</b>			
Bellyband		\$1,500/\$1,900		\$3,600/issue	
Front Page Strip	9 3/4" x 2"	900/1,200	\$2,050	\$3,375	\$5,050
Back Cover	9 3/4" x 14"	900/1,200	2,050	3,375	5,050
Full Page	9 3/4" x 14"	775/1090	1,750	2,700	3,875
Half Page Isl.	7" x 9 3/4"	575/875	1,500	2,475	3,625
Half Page	9 3/4" x 7"	475/750	1,300	2,125	3,200
1/3 Page	7" x 7"	425/700	1,300	2,125	2,800
1/4 Page	4 3/4" x 7"	375/575	950	1,625	2,575
Classified/Recruitment ads				\$150/issue (100-word limit)	

### 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.

### Inserts

Advertising inserts are accepted at space plus \$100/1,000.

### 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.

**DEADLINES: — Space and Ad Copy, March 21, 2014**  
**CONTACT: John Carter (571) 232-3681 TO RESERVE SPACE NOW!**

See you at the beach.

April 26-30  
San Diego, CA



Scientific Sessions & Annual Meeting at EB



## 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 or Discount (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 \_\_\_\_\_



4341 Montgomery Avenue • Bethesda, MD 20814

FAX: (703) 564-0495 Phone: (800) 627-8723

jcarter@usae-e-mail.com

### Charge Information

Visa  MC  Discover  American Express

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Signature \_\_\_\_\_