



American Society for Nutrition

Excellence in Nutrition Research and Practice

www.nutrition.org

April 2 - 6, 2016
San Diego, CA

NutritionNotes Daily

2016 ASN Scientific Sessions and Annual Meeting at Experimental Biology

Directly Target Nutrition Scientists, Physicians, Potential Hires and ASN 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 distributed in hard copy on-site with accompanying digital editions emailed to members worldwide.

Returning this year will be two electronic-only editions: one distributed before EB 2016 and one after. These preview and wrap-up editions give advertisers an even

Nutrition Notes Daily

Digital Preview – sent to ASN membership in March

Onsite at EB 2016 – active distribution of three print issues, with digital versions sent daily to ASN membership

Digital Preview issue – sent to ASN membership in late April

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*.

ASN has again partnered with CustomNEWS, Inc. to bring you *Nutrition Notes Daily*. All inquiries should be directed to our publisher, Jenn Waters, at CustomNEWS, 240/401-6779.

Read the issues from the 2015 ASN Scientific Sessions and Annual Meeting at EB:



Click on images to view digital versions.



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Advertising Deadlines

Extended Preview Issue

Insertion Order Deadline
 Friday, March 4, 2016

Materials Deadline
 Friday, March 11, 2016

Onsite & Highlight Issues

Insertion Order Deadline
 Friday, March 11, 2016

Materials Deadline
 Friday, March 25, 2016

Advertising Rates and Specifications

| Size | W x H | Preview, Highlights Editions 1x/2x | 1X (Print and Electronic Editions) | 2X | 3X |
|----------------------------|--------------|------------------------------------|---------------------------------------|---------------|---------|
| Bellyband | | n/a | | \$3,600/issue | |
| Pg. 1 Strip ad | 9 3/4" x 2" | 900/1,200 | \$2,050 | \$3,375 | \$5,050 |
| Back Cover | 9 3/4" x 14" | 950/1,250 | 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 |
| 1/4 Page | 4 3/4" x 7" | 375/575 | 950 | 1,625 | 2,575 |
| 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.

Specifications

Size

Trim size is 11" 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 \$150/1,000.

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.

Contact Jenn Waters at CustomNEWS for more information,
 240/401-6779 or jwaters@showdailies.com



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Advertising Insertion Order

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 Reservation

Electronic-only issues: _____ Onsite print issues: _____ Ad Size: _____
Gross amount: _____ Color: _____
Sustaining Partner Discount (deduct 25%): _____
Agency Commission (if applicable): _____
Net Amount: _____
Payment*: Bill Me Now Bill Me on 4/4/16 Credit Card

Charge Information

CC Type (Visa, Mastercard, American Express or Discover): _____
Account #: _____ Expiration Date: _____ Billing zip code: _____

Signature _____

Date _____

Cancellation Policy:
Advertisers cancelling after February 15, 2016, will be billed for 50% of the total net cost. Advertisers cancelling after March 1, 2016, will be billed for 100% of the total net cost.

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