

SCIENTIFIC SESSIONS
AND ANNUAL MEETING
in conjunction with Experimental Biology

April 24-28 Anaheim, California

Nutrition Notes Daily



American Society for Nutrition
Excellence in Nutrition Research and Practice

www.nutrition.org/meetings/annual

Dear ASN Partners and Members:

How can you 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? Through advertising in the annual meeting's new daily newspaper, ***Nutrition Notes Daily***.

Nutrition Notes Daily, a full-sized tabloid newspaper, will be published three times during the annual meeting and provided free to all ASN attendees. It will be the first place attendees turn to for late-breaking news, feature articles, photographs and updated annual meeting information.

You will 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.

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 has partnered with CustomNEWS, a successful convention newspaper producer, to bring you ***Nutrition Notes Daily***. All inquiries, payments and advertising materials should be directed to our publisher, John Carter, at CustomNEWS, 800-627-8723.

Thank you and we look forward to seeing you in Anaheim and in the pages of the ***Nutrition Notes Daily***.

Cordially,

A handwritten signature in black ink, appearing to read 'Paula J. Eichenbrenner'.

Paula J. Eichenbrenner
Director of Marketing and Development
American Society for Nutrition

DRILL DOWN TO YOUR ASN AUDIENCE

Nutrition Notes Daily advertisers will have a unique opportunity to reach out directly to ASN attendees.

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

Advertisers in the ***Nutrition Notes Daily*** can be assured their ad will be seen by the nutrition audience they want to reach.

Annual Meeting Daily
April 24, 2010

Annual Meeting Daily
April 25, 2010

Annual Meeting Daily
April 26, 2010

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 24-28, 2010 in Anaheim, CA.

Nutrition Notes Daily will premiere in Anaheim and will be published three times during the Annual Meeting, April 24-26. 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 of the 2010 program. Each issue will be directly distributed to ASN attendees every morning as they go to and from sessions.

The ASN annual meeting newspaper will reach nutrition professionals at precisely the right time. These issues will help guarantee high visibility and maximum attention for your company.

Size	Width x Depth	1X	2X	3X
Bellyband		\$3,500/issue		
Front Page Strip	9 3/4" x 2"	\$1,950	\$3,275	\$4,950
Back Cover	9 3/4" x 14"	1,950	3,275	4,950
Full Page	9 3/4" x 14"	1,550	2,600	3,775
Half Page Isl.	7" x 9 3/4"	1,400	2,375	3,525
Half Page	9 3/4" x 7"	1,200	2,025	3,100
1/3 Page	7" x 7"	1,200	2,025	2,700
1/4 Page	4 3/4" x 7"	950	1,625	2,475
Classifieds		\$200/issue		

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

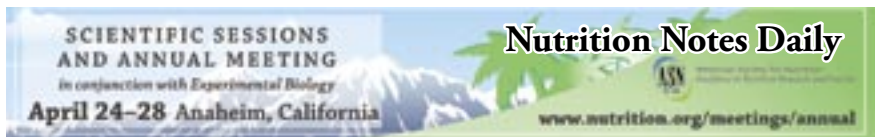
Where an advertiser does not have advertising copy, the convention newspaper will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

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, April 8, 2010

CONTACT: John Carter (800) 627-8723 TO RESERVE SPACE NOW!



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 _____

Num. Issues: _____ Size of Ad: _____ B/W 4/C *(add color charges below)*

Gross Space Cost: \$ _____ Add color charges, *(if appl.)*: \$ _____

Add premium position charges *(15% of gross space cost, if appl.)*: \$ _____

Total Gross Cost: \$ _____ Less Agency commission *(if appl.)*: \$ _____

Net amount: \$ _____ Bill me Credit Card *(see below)*

Special Instructions *(Indicate premium positions, eligible discounts, if appl.)*: _____

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

Signature

Date



4341 Montgomery Avenue • Bethesda, MD 20814

FAX: (301) 841-0040 • Phone: (800) 627-8723

• jcarter@usae-e-mail.com

Charge Information

Visa MC Discover American Express

Account #: _____ Expiration Date: _____

Name of Cardholder: _____ Signature _____