



American
Society for
Nutrition
*Excellence in
Nutrition Research
and Practice*
www.nutrition.org

NutritionNotes Daily at

Advances and Controversies in Clinical Nutrition

Washington, D.C.

December 5-7, 2013

Dear Clinical Nutrition Partners and Members:

Nutrition Notes Daily, the American Society for Nutrition's annual meeting newspaper, will be on-site at ASN's Advances and Controversies in Clinical Nutrition meeting scheduled for December in Washington, D.C.

Nutrition Notes Daily will appear three times during the clinical nutrition meeting, first as the official program guide and then twice as a live newspaper. These issues will be provided free to all meeting attendees. The program guide will contain vital meeting information and the newspaper will provide session coverage and meeting updates.

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.

Advertising rates and mechanical specifications are printed on the reverse of this letter. Among the marketing options are classified ads, good for recruiters or hospitals looking for clinicians or researchers.

ASN continues to collaborate 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 Washington and in the pages of the **Nutrition Notes Daily**.

Cordially,

Suzanne Price
Communications and Media Director
American Society for Nutrition

DRILL DOWN TO YOUR AUDIENCE

Nutrition Notes Daily advertisers will have a unique opportunity to reach out directly to clinical nutrition attendees. This is the third Advances and Controversies gathering and more than 350 research leaders are expected to attend.

Our conference publications will be distributed at registration and between sessions, everywhere meeting attendees gather.

Thematic program areas include:

- Science behind the Dietary Guidelines

• Microbiome over the Lifespan:
From Health to Disease

- Obesity Myths
- Intestinal Failure
- Adult Malnutrition
- Nutrition Guidelines in Schools and Institutional Settings

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

Exhibition opportunities are also available.



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December 2013: Conference Guide/Meeting Daily

December 6 and 7: Meeting Dailies

The Advances and Controversies in Clinical Nutrition's convention publications are a one-of-a-kind opportunity for partners, affiliates and members to communicate their message, on-site, right at the meeting, December 5-7 in Washington, D.C.

Nutrition Notes Daily, recently seen at EB 2013, also serves as the official program guide at the clinical nutrition meeting as well as appearing twice with live meeting coverage in Chicago. The *Nutrition Notes Daily* gives partners, affiliates

and members a cost-effective vehicle to reach clinical nutrition meeting attendees with their important marketing messages.

The official program guide, handed to attendees as they register, will include all important meeting information and the exhibitor directory. The on-site newspaper issue will feature important up-to-the-minute news, schedule changes and photographic coverage of the 2013 clinical nutrition program.

These editions will help guarantee high visibility and maximum attention for your company.

Size	Width x Depth	1X	2X	3X
Bellyband			\$1,850/issue	
Front Page Strip	8 1/2" x 2"	\$1,775	\$2,975	\$4,150
Back Cover	8 1/2" x 11"	1,775	2,975	4,150
Full Page	8 1/2" x 11"	1,625	2,675	3,775
Half Page Isl.	5" x 8 1/2"	1,250	1,950	2,275
Half Page	8 1/2" x 5"	1,050	1,700	1,975
1/3 Page	5" x 5"	900	1,425	1,775
1/4 Page	3 1/4" x 5"	775	1,095	1,550
Classified/Recruitment Ads			\$200/issue	

Size

Trim size is 11¹/₄" 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. The program guide will be printed on 60 lb gloss 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. ASN Sustaining Partners receive a 25 percent discount. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.

DEADLINES: — Space and Ad Copy, November 4, 2013
CONTACT: John Carter (800) 627-8723 TO RESERVE SPACE NOW!



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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: \$ _____

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

301/656-2845

Phone: (800) 627-8723

jcarter@showdailies.com

Charge Information

☐ Visa ☐ MC ☐ Discover ☐ American Express

Account #: _____ Expiration Date: _____

Name of Cardholder: _____ Signature _____