

# DMA MARKETING RESOURCE GUIDE



**OPEN UP**  
the \$8.4 billion  
DMA Market

Meet Your Market

Supplier Membership

DIETARY MANAGER Magazine

e-Opportunities

EXPO & Regional Shows

Sponsorship Opportunities

Market Advantage Program

**DMA**

DIETARY MANAGERS ASSOCIATION

# MEET YOUR MARKET

Long-term care, nursing homes, assisted living communities, hospitals, and more: Dietary managers are key decision-makers in non-commercial foodservice throughout the U.S.

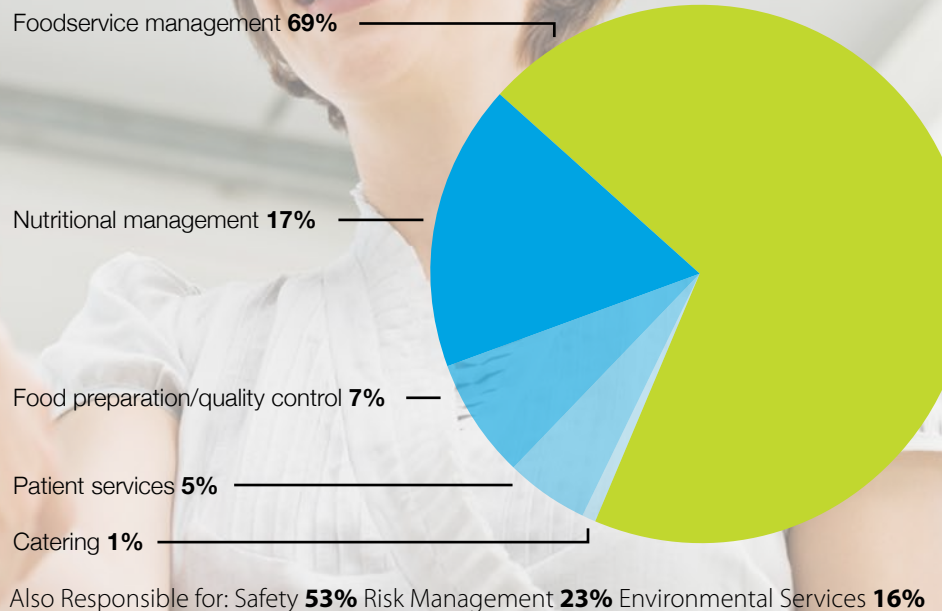
Certified Dietary Managers (CDM®, CFPP®s) are your targeted buyers in the non-commercial foodservice market. They manage substantial food and supplies budgets for long-term care facilities, hospitals, correctional centers, schools, and other institutions that serve large numbers of clients.

## DMA MEMBERSHIP PROFILE

### EMPLOYMENT SETTING



### PRIMARY AREA OF RESPONSIBILITY



## BUYING POWER OF DIETARY MANAGERS

| Product/Service              | raw foods | paper supplies & disposables | janitorial supplies | supplements | glassware, china, dinnerware | tray & re-therm systems |
|------------------------------|-----------|------------------------------|---------------------|-------------|------------------------------|-------------------------|
| <b>Average Annual Budget</b> | \$433,574 | \$27,408                     | \$23,523            | \$22,687    | \$20,861                     | \$11,862                |
| <b>Buying Power</b> ■        | 84%       | 80%                          | 63%                 | 73%         | 77-78%                       | 60%                     |

■ research, recommend, determine quantities, prepare budget, make decision, and/or sign purchase order

# SUPPLIER MEMBERSHIP

Supplier Membership combines all the best marketing features DMA has to offer, and shows customers that you support their professional association.

Supplier Membership delivers optimal value for your marketing budget by providing special rates on a variety of opportunities. Add up the benefits!

## **EXPO BOOTH DISCOUNTS**

Enjoy a \$200 savings on an Expo booth! You'll also receive priority booth space assignments whenever possible.

## **FREE MAILING LIST**

Every Supplier Member who provides a minimum \$250 DMA Sponsorship receives one FREE use of the DMA member list, valued at \$2,100, and can purchase subsequent sets of labels at 50% off published rates. Reach nearly 15,000 buyers with your own direct marketing.

## **DISCOUNTED MAGAZINE ADS**

Decision-makers turn to DIETARY MANAGER magazine to learn about trends and products that are shaping the foodservice industry. Foodservice suppliers turn to DIETARY MANAGER to reach over 37,000 dietary managers and other professionals responsible for deciding what products and services to buy. Receive a 15% discount off published ad rates.

## **DISCOUNTED BANNER ADS**

DMA's website, [www.DMAonline.org](http://www.DMAonline.org), currently receives over 2 million hits per month, and 3,000 visits daily! Supplier Members enjoy a 10% discount on published banner ad rates.

## **RECOGNITION ONLINE**

The names of Supplier Members appear along with a description of their products and services, 24/7 on the DMA website.

## **MEETING IN A BOX PROGRAM**

Extend your reach by sponsoring a DMA Meeting in a Box program for use by DMA state and district chapters throughout the year. Chapter meeting planners rely on Meeting in a Box to locate qualified speakers whose presentations have been planned in advance and pre-approved for CE. Here's a chance to put your company's expertise on the agenda!

## **PRESENT EDUCATION**

You are invited to share your expertise with meeting participants at the DMA Annual and Regional Meetings.

More than 50 companies have chosen to join DMA as high-profile Supplier Members. Annual dues more than pay for themselves in valuable membership benefits.

**DMA Annual Supplier Member Dues:**  
**\$650**

# ADVERTISE IN DIETARY MANAGER

DIETARY MANAGER magazine is the leading industry publication read by over 37,000 professionals in the senior healthcare and institutional foodservice markets.

## GAIN OPTIMUM EXPOSURE!

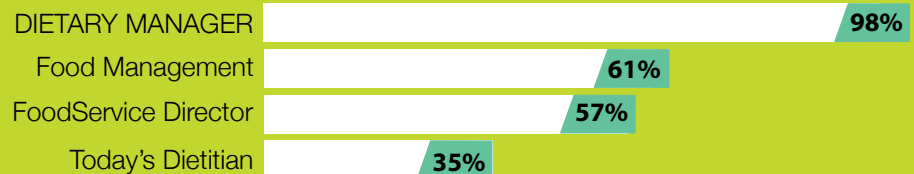
One of the best ways to introduce your products and services to foodservice buyers is to advertise regularly in DIETARY MANAGER, the magazine read by more than 40,000 dietary managers and other professionals allied with the foodservice industry.

The official publication of Dietary Managers Association, DIETARY MANAGER is the organization's most popular membership benefit. Dietary managers are continually searching for new and better products, and they rely on DIETARY MANAGER for timely information.

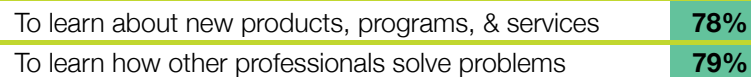
Dietary managers control powerful food and equipment budgets in long-term care centers, hospitals, and other non-commercial settings. If you want your products specified on their purchase orders, advertising in DMA's magazine is a great way to make sure they know who you are. Did you know that 89% of readers describe the magazine as "must-reading"? And nearly two out of three readers keep their issue for continued reference?

## 1<sup>st</sup> CHOICE IN READING

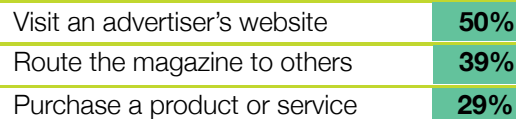
### WHICH TRADE MAGAZINE DO DIETARY MANAGERS READ AND FIND USEFUL?



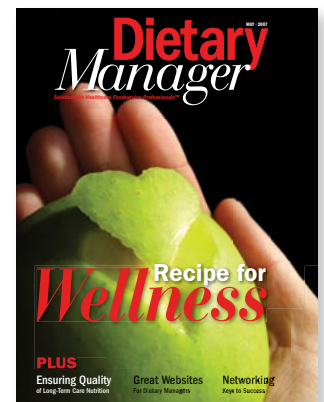
### WHY DO DIETARY MANAGERS READ DIETARY MANAGER?



### WHAT ACTIONS DO DIETARY MANAGERS TAKE AFTER READING AN ISSUE?



Data for graphs and tables compiled from The Stratton Report. DIETARY MANAGER Readership and Buying Power Study, March 2008.



***"DIETARY MANAGER magazine is the single most important publication available to me. Every issue provides me with the tools and insight needed to provide the safest and best possible service to the residents of my facility."***

***—Sandra E. Powell, CDM, CFPP • Swainton, NJ***

# Dietary Manager

# 09

## EDITORIAL CALENDAR

DIETARY MANAGER magazine is published 10 times annually, with combined issues in July/August and November/December.

| ISSUE                    | THEME   | RESERVATION  | DEADLINE    |
|--------------------------|---|--------------|-------------|
| January                  | Career Advancement & Professional Education                         | November 25  | November 28 |
| February                 | Human Resources Management  | December 22  | December 29 |
| March                    | Nutrition & Medical Nutrition Therapy                               | January 22   | January 30  |
| April                    | Sanitation & Safety, Disaster Planning, plus Annual Meeting Preview | February 22  | February 27 |
| May                      | Menu Trends & Planning  | March 24     | March 31    |
| June                     | Marketing Your Foodservice Department                               | April 23     | April 30    |
| July/August <sup>■</sup> | Foodservice Equipment Trends & Purchasing                           | May 14       | May 21      |
| September                | Staff Inservice Training  | July 23      | July 30     |
| October                  | Regulatory Compliance   | August 21    | August 28   |
| November/December        | Technology/Buyer's Guide  | September 24 | October 1   |

<sup>■</sup>DMA Conference Issue. Bonus circulation to Annual Meeting attendees. Please note: Themes may be amended or rescheduled without prior notice.

## CIRCULATION DATA

**PUBLICATION TITLE:** DIETARY MANAGER

**YEAR ESTABLISHED** 1992

**PUBLISHER** Dietary Managers Association

**TOTAL PAID AND/OR REQUESTED CIRCULATION:** 15,047

**NON-PAID (QUALIFIED):** 644

**TOTAL CIRCULATION:** 15,691

**TOTAL READERSHIP WITH PASSALONG:** 40,795

## AD SPECIFICATIONS

Trim Size 8.125" x 10.875"

Bleed Page Size 8.25" x 11.125"

Two Page Spread 16.5" x 11.125"

## CLASSIFIED ADS

\$125 per 50 words. Each 10 words over 50 words, add \$25. Maximum of 100 words for \$250. Classifieds must relate to products or services connected with dietary management.

# Dietary Manager

## AD RATES AND MECHANICAL REQUIREMENTS

### 2009 ADVERTISING RATES (effective 1/1/09 – 12/31/09)

| AD SIZE                 | 1 TIME   | 3 TIMES  | 6 TIMES  | 10 TIMES |
|-------------------------|----------|----------|----------|----------|
| <b>Full Pg.</b> 4 color | \$ 2,320 | \$ 2,270 | \$ 2,170 | \$ 2,030 |
| B/W                     | \$ 1,720 | \$ 1,670 | \$ 1,570 | \$ 1,430 |
| <b>2/3 Pg.</b> 4 color  | \$ 2,110 | \$ 2,070 | \$ 1,980 | \$ 1,880 |
| B/W                     | \$ 1,510 | \$ 1,470 | \$ 1,380 | \$ 1,280 |
| <b>1/2 Pg.</b> 4 color  | \$ 1,880 | \$ 1,850 | \$ 1,760 | \$ 1,660 |
| B/W                     | \$ 1,280 | \$ 1,250 | \$ 1,160 | \$ 1,060 |
| <b>1/3 Pg.</b> 4 color  | \$ 1,730 | \$ 1,700 | \$ 1,630 | \$ 1,550 |
| B/W                     | \$ 1,130 | \$ 1,100 | \$ 1,030 | \$ 950   |
| <b>1/4 Pg.</b> 4 color  | \$ 1,580 | \$ 1,550 | \$ 1,500 | \$ 1,420 |
| B/W                     | \$ 980   | \$ 950   | \$ 900   | \$ 820   |
| <b>1/6 Pg.</b> 4 color  | \$ 1,400 | \$ 1,380 | \$ 1,340 | \$ 1,280 |
| B/W                     | \$ 800   | \$ 780   | \$ 740   | \$ 680   |

### COVER AND PREMIUM POSITIONS (4-color only)

|                  |          |          |          |          |
|------------------|----------|----------|----------|----------|
| Back Cover       | \$ 2,840 | \$ 2,780 | \$ 2,670 | \$ 2,510 |
| Inside F/B Cover | \$ 2,700 | \$ 2,670 | \$ 2,550 | \$ 2,410 |
| Pg. 3            | \$ 2,620 | \$ 2,550 | \$ 2,440 | \$ 2,290 |
| Center Spread    | \$ 4,240 | \$ 4,140 | \$ 3,970 | \$ 3,730 |

- For other special position requests, add 5% to total space charge.
- Ad inserts and Business Reply Cards, please call DMA for prices.
- Rates effective January 2009. DIETARY MANAGER is published 10 times per year. All display rates are gross and 15% ad agency commissionable.

### Preferred Materials

Digital, Macintosh-compatible files preferred. Files accepted on CD or via e-mail. Adobe InDesign or Illustrator are preferred layout programs. Ads provided in either program must include all fonts (both printer and screen) and linked, high-resolution artwork (minimum 300 dpi). Ads may also be sent as high-resolution PDF, EPS or TIF files. Please convert all typography to outlines and embed graphics prior to submitting ads. Full-page, bleed ads should be sized to bleed,

for proper trimming. Quality of reproduction cannot be guaranteed if files are sent in any formats other than specified here.

### Ad Materials Shipping Information

Mercy Ehrler  
AdVanced Design  
1536 S. Oswego Rd.  
Naperville, IL 60540

E-mail ads to: [mehrlr@ameritech.net](mailto:mehrlr@ameritech.net)

FTP ads to: <ftp.candamarketing.com>

(upload to the Mercy folder)

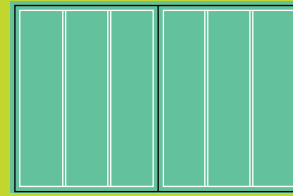
User Name: visitor

Password: c-a3100

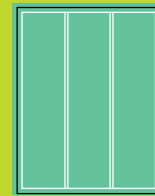
If e-mailing or uploading ads to the FTP site, please compress files before sending. For assistance please contact Mercy Ehrler, 630.306.1082

### AD SIZES

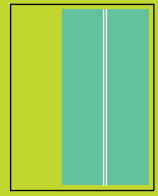
Conversion of advertisements to preferred format or size will be billed at cost plus handling.



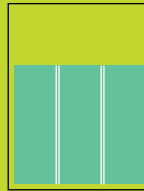
FULL PAGE SPREAD ■  
15.75"W x 10.34"H



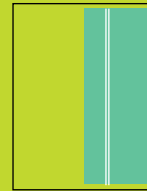
FULL PAGE ■  
7.63"W x 10.34"H



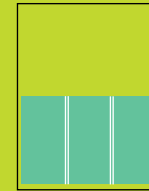
2/3 PG. VERT.  
4.72"W x 9.96"H



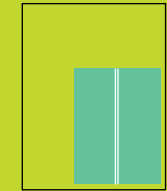
2/3 PG. HORIZ.  
7.21"W x 6.63"H



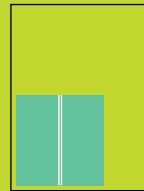
1/2 PG. VERT.  
3.60"W x 9.95"H



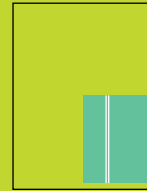
1/2 PG. HORIZ.  
7.21"W x 5"H



1/2 ISLAND  
4.72"W x 6.63"H



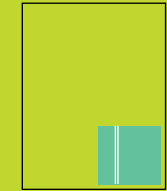
1/3 PG.  
4.72"W x 5"H



1/4 PG. VERT.  
3.60"W x 5"H



1/4 PG. HORIZ.  
7.21"W x 2.5"H



1/6 PG.  
3.60"W x 3.33"H

- Full page spread and full page ads are available as "bleed" ads. To properly size ads, use the bleed page size specifications. For bleed ads, please allow a .25" margin from trim for all live areas.

# e-OPPORTUNITIES

DMA's website, [www.DMAonline.org](http://www.DMAonline.org), is a favored Internet destination of DMA members and the foodservice community, with more than 3,000 visits every day and more than 2 million hits monthly. It is linked from more than 550 other industry websites, and is a top match for many popular Web searches.

## BANNER ADVERTISING

Banner advertising springs well-targeted prospects directly to your website—no phone calls for prospects to make, no cards to fill out. Once you place your banner ad insertion order, your marketing campaign starts immediately!

### Duration

Minimum duration for a banner ad is one calendar month or 30 days, beginning the date you specify, and based on availability. You may extend placement for any number of one-month intervals.

### Rotation Policy

Banner ads may rotate with others on the same Web page.

### Specifications

GIF or JPEG, 468 W x 60 H (pixels), 200K maximum file size, animation is permitted, 7 seconds recommended (no looping, please).

### Content Policy

DMA reserves the right to approve the content relevancy of all advertising.

### Discounts

DMA Supplier Members receive a 10% discount. Sorry, no agency discounts.

### Rates

Banner Ad: Home Page \$500/month  
Banner Ad: Other Pages \$300/month

## e-News SPONSORSHIP

DMA's e-mail newsletter to more than 13,000 members and subscribers, e-News, is published 10 times per year and is packed with news and information on trends in the industry, as well as association happenings. With the inclusion of a direct link to your website, plus a limit of two sponsors per issue, this is a great opportunity to capture members' undivided attention!

**HEADLINE SPONSOR:** Your top-of-page banner ad (directly under the masthead) \$1,100/issue

**SUPPORTING SPONSOR:** Your banner ad profiled under the editorial content \$550/issue

To reserve advertising space, please contact Karen Cassidy at 630.587.6336 or [kcassidy@DMAonline.org](mailto:kcassidy@DMAonline.org)

# DMA EXPO

DMA EXPO • August 11-12, 2009 • Hyatt Regency Atlanta • Atlanta, GA

Hundreds of foodservice buyers from across America meet every summer at the DMA Expo to learn about the newest and best products on the market. Expo is the premier marketing event for suppliers who want to increase their sales to the non-commercial foodservice market.

Previous exhibitors know that the Expo show floor offers an unbeatable opportunity to meet face-to-face with managers in charge of sizable foodservice budgets. They are responsible for purchasing, storing, preparing, and delivering balanced meals to clients three times a day, 365 days a year.

## 2009 DMA EXPO BOOTH RATES

### SUPPLIER MEMBERS

|  |  |
|--|--|
| <b>10' x 10' Booth Rate</b><br>\$1,700 per booth | <b>10' x 20' Booth Rate</b><br>\$2,700 per booth |
|--|--|

### NON-MEMBERS

|  |  |
|--|--|
| <b>10' x 10' Booth Rate</b><br>\$1,900 per booth | <b>10' x 20' Booth Rate</b><br>\$2,900 per booth |
|--|--|

### PROGRAM BOOK ADS

|                                       | 4 COLOR |
|---------------------------------------|---------|
| <b>Back cover</b>                     | \$800   |
| <b>Inside Front/Inside Back Cover</b> | \$700   |
| <b>Full Page</b>                      | \$650   |
| <b>1/2 Page</b>                       | \$500   |

Your booth price includes pipe and drape, one 6' draped table, 2 chairs, 1 wastebasket, and a complimentary ID sign. Exhibitor personnel are invited to attend the Chair's Welcome Reception at no charge and receive 1 free ticket to the Leadership Recognition Banquet. Exhibitors may also attend DMA Annual Meeting educational sessions if space is available. (Exhibitors who are CDMs and wish to earn CE hours must pay registration fee for educational sessions.)

See DMA's Exhibitor Prospectus for additional information and Booth Space Application and Contract.

To reserve booth space, please contact Marla Isaacs or Karen Cassidy at 630.587.6336 or by email at [misaacs@DMAonline.org](mailto:misaacs@DMAonline.org) or [kcassidy@DMAonline.org](mailto:kcassidy@DMAonline.org).

## DMA REGIONAL MEETINGS

**March 25-27, 2009 • Columbus, OH**

Hyatt on Capitol Square

**April 15-17, 2009 • St. Louis, MO**

Marriott St. Louis

Enjoy exceptional face-to-face **marketing** at DMA Regional Meetings! New in 2008, DMA Regional Meetings bring the "annual meeting" experience closer to home for DMA members, region by region. In Spring 2009, DMA will roll out events in Columbus, OH and St. Louis, MO. Take advantage of a new DMA audience, including many who have never attended annual DMA Expos in the past! DMA Regional Expo is a prime venue for connecting with dietary managers who are researching their next purchases of food, equipment, supplies, and services. This face-to-face opportunity is so highly valued, DMA is awarding 2 hours of continuing education to each Certified Dietary Manager attending the show.

### 2009 DMA REGIONAL MEETINGS TABLETOP EXHIBIT RATES

#### SUPPLIER MEMBERS

|   |            |
|---|------------|
| <b>6' tabletop space<br/>1 regional meeting</b> | \$550 ea   |
| <b>2 tables</b>                                 | \$1,050 ea |

# SPONSORSHIP OPPORTUNITIES

Enjoy opportunities to gain added exposure at DMA's Annual or Regional Meetings. In addition to event and merchandise sponsorship opportunities, now EVERY vendor can be a part of our sponsor family through our new DMA Industry Hall of Leaders. No matter your budget, large or small, there is a chance for everyone to become a DMA sponsor supporter!

## DMA INDUSTRY HALL OF LEADERS – NEW IN 2009!

Companies that support DMA through individual events or merchandise—or make a general sponsorship donation—will be inducted into the Industry Hall of Leaders as follows:

### Platinum Leaders

\$25,000 + of support

### Gold Leaders

\$15,000 - \$24,999 of support

### Silver Leaders

\$5,000 - \$14,999 of support

### Bronze Leaders

\$250 - \$4,999 of support

All of your company's financial support of DMA through supplier membership, Expo, advertising, sponsorship, and scholarship donations combines to define your level of support for DMA as you are inducted into the **Industry Hall of Leaders**. Leaders will be recognized throughout the year in DIETARY MANAGER magazine, on the DMA website, and in all event program books, keeping your company profiled in front of nearly 15,000 DMA members year-round.

If your company would like to sponsor a product or event (or co-sponsor with other companies), please review these opportunities:

## EVENTS

**A Black Tie Evening of Leadership Recognition and Entertainment • \$18,000**

**Estimated attendance: 600**

DMA attendees gather every year at this magnificent evening of suspense, excitement, and recognition, which celebrates DMA's leaders. This exquisite dinner and awards ceremony is a formal affair, not to be missed!

**Chair's Welcome Reception • \$15,000**

**Estimated attendance: 500**

The Annual Meeting kicks off with this eagerly anticipated opening reception, hosted by the Chair of the DMA Board. Attendees enjoy a themed event featuring a delicious array of food and beverages as they renew acquaintances and share an evening of camaraderie.

**Club DMA • \$10,000**

**Estimated attendance: 300**

Get ready to shake, rattle, and roll with DMA! Club DMA is a popular evening event that includes live music, dancing, snacks, beverages, and plenty of fun and entertainment.

**General Sessions • \$3,000 each**

**Estimated attendance: 600**

The opening general session and the closing general session each feature exhilarating keynote speakers tackling trend-setting and motivational themes. Sponsorship of a general session earns you the opportunity to introduce the keynote speaker to the entire group.

**Café DMA • \$8,000**

Offered throughout the week

**Estimated attendance: 600**

Treat DMA attendees to a much-needed break during their busy meeting schedule! Your company will benefit from promotional exposure and the chance to mingle.

**Breakout Sessions • \$1,500 each**

Approximately 18 sessions available

**Estimated attendance: 200**

Breakout sessions provide educational opportunities on a wide variety of timely topics. Packed with leading-edge tips and presented by renowned experts, sessions attract members from around the nation every year.

**MERCHANDISE: YOUR NAME HERE!**

**Tote Bags • \$7,000**

Featuring the DMA meeting logo and the sponsoring company's logo, this keepsake offers highly visible exposure.

**Badge Holders • \$5,000**

Be seen coming and going!! Your company name and logo will be worn by every meeting attendee.

**General Sponsorship Donation • \$250 or more**

Here is your company's chance to be a DMA sponsor for our annual and/or regional meetings, by becoming a general event sponsor. Your donation of \$250 or more will be used to support and enhance our meeting events, and will earn your company added exposure and a spot in the DMA Industry Hall of Leaders. Now companies with budgets of any size can be included as supporters of DMA!

**Additional event sponsorships may be available.**

**Contact Marla Isaacs for more details at 630.587.6336 or [misaacs@DMAonline.org](mailto:misaacs@DMAonline.org).**

# MARKET ADVANTAGE PROGRAM

Customize your own DMA marketing program that suits your particular budget and goals!

When it comes to marketing, one size does not fit all. Every company has a unique set of marketing strategies, goals, and budget parameters. The DMA Market Advantage Program can help your company increase exposure to foodservice decision-makers at an impressive cost-savings.

This popular program allows you to bundle multiple points of entry to the DMA marketplace that are most important to you. By creating a custom package, you'll discover new ways to stretch marketing dollars and position your company in print, online, and face-to-face at DMA events. Besides the cost-savings, you eliminate the need to revisit advertising, Expo, and other purchasing decisions month after month...just create your annual DMA program and you're done! Your DMA Market Advantage program can include any of the following opportunities:

- Supplier Membership
- Cover wraps, gatefolds, spreads, and other eye-catching ad vehicles
- Banner advertising on [www.DMAonline.org](http://www.DMAonline.org)
- e-News sponsorship
- One or more booths in DMA's Expo and Regional Exhibits
- Event or merchandise sponsorship at DMA's Annual Meeting & Expo
- General sponsorship donation
- Breakout session sponsorship
- Opportunity to present a breakout session at DMA's Annual Meeting
- Online course sponsorship
- Author an article for DIETARY MANAGER magazine
- "Meeting in a Box" educational program for DMA Chapters
- Scholarships for Dietary Managers and dietary manager training program students
- Use of DMA's membership mailing list
- Bring us YOUR ideas!

To get started with DMA's Market Advantage Program, contact Marla Isaacs at 630.587.6336 or [misaacs@DMAonline.org](mailto:misaacs@DMAonline.org).

***"The Market Advantage program has given us outstanding reach and access to DMA's 15,000+ key decision-makers and has proven to be a great value in our overall marketing portfolio. Participating in annual and chapter meetings allows us to discuss products with a large number of members in one setting, strengthen our relationships, and gain a better understanding of the healthcare segment."***

***—Ed Schneider, General Mills Bakeries and Foodservice***