



# THE SOURCE FOR NUTRITION & FOODSERVICE PROFESSIONALS

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**Nutrition & Foodservice Edge**® magazine is the leading publication for nutrition and foodservice professionals, with more than 27,300+\* readers who work in a wide range of settings — from senior-living facilities, to hospitals, and more. They are ready for your advertising message!

As the official publication of ANFP, **Nutrition & Foodservice Edge**® is one of the organization’s most popular membership benefits, and is published in both print and digital formats. Readers of **Nutrition & Foodservice Edge**® collectively control billions of dollars in foodservice expenditures.

\*Includes pass-along rate



### 2019 EDITORIAL CALENDAR *Please Note: Themes may be amended or rescheduled without prior notice.*

MONTH	THEME	SPACE RESERVATION	MATERIALS DEADLINE
January/February	<b>Workforce Development and Staff Engagement</b> <i>Bonus distribution at Menu Directions Conference</i>	November 21	November 30
March/April	<b>Culinary Trends and Innovations</b> ANFP Annual Conference & Expo (ACE) preview <b>Readex Ad Effectiveness Study: All advertisers will be included in the Readex Message Impact Survey at no additional charge.</b>	January 25	January 31
May/June	<b>The Food Safety Issue</b> <i>Bonus distribution at ANFP Annual Conference &amp; Expo and American Culinary Federation National Convention and Show</i>	March 22	March 29
July/August	<b>Commercial Kitchen Innovations</b>	May 24	May 31
September/October	<b>Medical Nutrition Therapy</b>	July 26	July 31
November/December	<b>Holiday Menus and Events</b>	September 25	September 30

### 2019 PRINT & DIGITAL AD RATES\*

Effective 1/1/19 - 12/31/19

Advertising Bonus: Your advertisement will be included in both the print and digital editions of the magazine at no additional charge!

AD SIZE	1 TIME	3 TIMES	6 TIMES
Back Cover	\$3,825	\$3,755	\$3,605
Inside F/B Cover	\$3,660	\$3,605	\$3,410
Page 3	\$3,525	\$3,440	\$3,290
Center Spread	\$5,700	\$5,565	\$5,355
Full Page 4 color	\$3,050	\$2,980	\$2,850
2/3 Page 4 color	\$2,775	\$2,730	\$2,600
1/2 Page 4 color	\$2,480	\$2,445	\$2,305
1/3 Page 4 color	\$2,270	\$2,240	\$2,160
1/4 Page 4 color	\$2,075	\$2,030	\$1,975
1/6 Page 4 color	\$1,890	\$1,820	\$1,770

\* Rates are 15% Agency or Corporate Partner Commissionable.

### PRINT CIRCULATION DATA

#### PUBLICATION TITLE

*Nutrition & Foodservice Edge*®

#### YEAR ESTABLISHED

1992

#### PUBLISHER

Association of Nutrition & Foodservice Professionals

#### TOTAL PAID AND/OR REQUESTED

Circulation: 13,402

Non-Paid (Qualified): 255

Total Circulation: 13,657

Total Readership with Pass-along: 27,300+

\*Average circulation between November 2017 - October 2018.



# ADVERTISING INSERTION ORDER FORM

**Advertiser Name:**Contact Name: \_\_\_\_\_ Bill to:  Advertiser  Agency

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Agency (if applicable):**

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**ISSUES**

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

**AD SIZE**

- Full Page       1/3 Page
- 2/3 Page       1/4 Page
- 1/2 Page       1/6 Page
- Center Spread
- Position: \_\_\_\_\_

**AD MATERIAL**

- Ad*
- New - Due by:** \_\_\_\_\_
- Repeat - Pick-up from:** \_\_\_\_\_

**RATE FREQUENCY**

- 1 Time
- 3 Times
- 6 Times
- Other: \_\_\_\_\_ Times

**TOTAL COST PER AD:** (Refer to Page 4 of the Corporate Partner Program for pricing details)

Total Gross Cost: \_\_\_\_\_

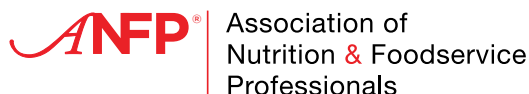
Less 15% Agency or Corporate Partner Discount: \_\_\_\_\_

**Total Net Cost:** \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Unless otherwise noted, ads will be invoiced during the same month they are scheduled to run.

For more information, please contact [events@ANFPonline.org](mailto:events@ANFPonline.org)  
**Complete this form and e-mail or fax to:**  
[events@ANFPonline.org](mailto:events@ANFPonline.org) | Fax: 630.587.6308



**Association of Nutrition & Foodservice Professionals**  
 406 Surrey Woods Drive | St. Charles, IL 60174  
 Phone: 800.323.1908 | Fax: 630.587.6308 | [www.ANFPonline.org](http://www.ANFPonline.org)

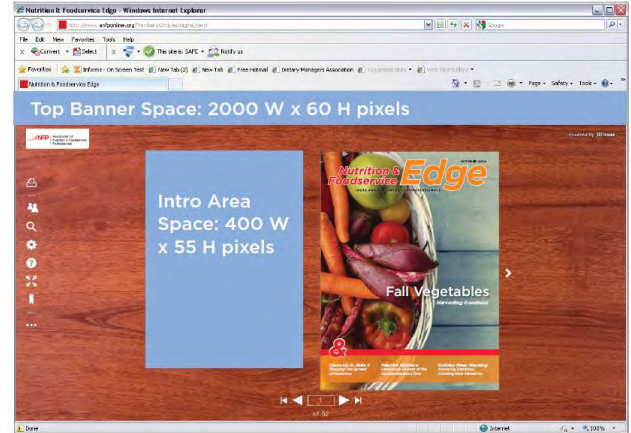
PRINT AND DIGITAL MECHANICAL REQUIREMENTS: *Nutrition & Foodservice Edge Magazine*

**Print 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 9.95"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 2.25"W x 10"H	1/3 PG. 2.25"W x 10"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			

**Digital Sponsorship Ad Sizes**



**Digital Sponsorship Ad Specifications**

**Intro Area Space:**  
This ad space is to the left of the front cover.  
Largest ad accepted: 400 W x 555 H pix  
File formats accepted: PNG, JPG  
Animation is possible with SWF files. All SWF files should support Flash 10 settings.

**Top Banner:**

Top banners will show as 60 pixels in height by 2000 pixels wide. It is best to create banners extra wide because the width is determined by the end reader's browser.  
Top banners can rotate. Each ad frame should be submitted as a separate JPG banner image.  
File formats accepted: JPG, SWF

**Ad Materials Shipping Information**

Julie Rogers  
Association of Nutrition & Foodservice Professionals  
406 Surrey Woods Drive  
St. Charles, IL 60174

E-mail ads to: [jrogers@ANFPonline.org](mailto:jrogers@ANFPonline.org)

For assistance, please contact Julie Rogers at 630.587.6345

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.

**Print 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"

**Preferred Materials**

Digital, Macintosh-compatible files preferred. Files accepted on CD, via email or FTP. Ads submitted as high resolution PDF files (300 dpi at actual size) are preferred. Bleed ads should be sized properly to bleed for proper trimming.

**For more information, contact Paula Fauth at 800.323.1908 ext. 132 or [pfauth@ANFPonline.org](mailto:pfauth@ANFPonline.org).**