

EDGE

EDGE PRINT ADVERTISEMENT INSERTION ORDER FORM

THE PREMIER RESOURCE FOR FOODSERVICE MANAGEMENT AND FOOD SAFETY

Nutrition & Foodservice Edge magazine is the leading publication for nutrition and foodservice professionals, with 20,800+³ 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.

³Includes pass-along rate.

ACCESS INSERTION
ORDER & SPECS



2024 EDITORIAL CALENDAR

MONTH	THEME	PRINT SPACE RESERVATION	PRINT MATERIALS DEADLINE
January/February	Workforce Development: Strategies for building a great foodservice team through education and training.	November 22	November 29
March/April	The Food Safety Issue: An exploration of various sanitation and food protection principles to ensure client safety. This issue also includes the ANFP Annual Conference & Expo (ACE) preview.	January 24	January 31
May/June	Culinary Trends and Innovations: A closer look at current and projected culinary practices for non-commercial operators to consider.	March 20	March 27
July/August	Marketing Your Dining Program, plus Non-Commercial Dining Showcase: Spotlight on corrections/rural/niche environments with a focus on how to highlight your dining department through marketing.	May 15	May 22
September/October	Medical Nutrition Therapy: An examination of the impact of food and nutrition on various disease states.	July 17	July 24
November/December	Achieving Professional and Personal Excellence: Topics include Salary Survey, mental health, professionalism during the holiday season, and confidence to approach administration.	September 18	September 25

Please note: Themes may be amended or rescheduled without prior notice.

EDGE DELIVERS FOR ADVERTISERS

75%

of readers agree that **Edge** is an important resource for learning about new products/services

50+%

of readers take action as a result of reading advertisements in the magazine

Data compiled from ANFP 2021 Readex Readership & Buying Power Study

2024 *EDGE* PRINT AD RATES⁴

Effective January 1, 2024 - December 31, 2024

NEW IN 2024

Beginning in 2024, *Edge* magazine will be available in print to ANFP members who opt-in for that format. Anyone who does not follow the steps to opt-in will have access to the digital version of the magazine. Opt-in instructions will be communicated to members in the late fall of 2023. For those who don't opt-in for print in time for the January/February 2024 issue, they will have an opportunity to opt-in for remaining issues in 2024.

Due to the changes in distribution, not only will your advertisement be included in both the print and digital editions of the magazine, you'll also receive an exclusively digital placement at no extra cost to you!

AD SIZE	BONUS DIGITAL AD ⁵	ONE TIME	THREE TIMES	SIX TIMES
Back Cover	Right or Left Skyscraper Ad	\$3,980	\$3,910	\$3,750
Inside F/B Cover	Right or Left Skyscraper Ad	\$3,810	\$3,750	\$3,545
Center Spread	Left of Cover Ad with Embedded Video Link	\$5,930	\$5,790	\$5,570
Full Page 4 Color	Top Banner Ad	\$3,170	\$3,100	\$2,965
1/2 Page 4 Color	Bottom Banner ad	\$2,580	\$2,545	\$2,400
1/4 Page 4 Color	Bottom Banner Ad	\$2,160	\$2,110	\$2,055

⁴Rates are Gross and 15% Agency Commissionable or 15% discounted for Corporate Partners

⁵Due to internal billing procedures, advertisers may receive two separate invoices (one for print and one for digital *Edge* ad placements). The total cost, however, will be the same as what is indicated on the rate card above, less any available discounts.

PRINT CIRCULATION DATA

PUBLICATION TITLE

Nutrition & Foodservice Edge

YEAR ESTABLISHED

1992

PUBLISHER

Association of Nutrition & Foodservice Professionals (ANFP)

TOTAL PAID AND/OR REQUESTED CIRCULATION

12,004

TOTAL CIRCULATION

12,272

TOTAL READERSHIP WITH PASS-ALONG

20,800+

DIGITAL CIRCULATION DATA

TOTAL DIGITAL CIRCULATION

13,032

EDGE

EDGE PRINT ADVERTISEMENT 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 Center Spread
 1/2 Page 1/4 Page

 Position: _____

AD MATERIAL

- Ad
 New - Due by: _____

 Repeat - Pick-up from: _____

RATE FREQUENCY

- 1 Time
 3 Times
 6 Times
 Other: _____ Times

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

Delinquent invoice payments may result in a hold on future orders until delinquent account has been paid in full.

Cancellation policy: Cancellations must be received in writing no later than 30 days from advertising start date.

COST

Gross Cost per Ad: \$ _____

*Net Cost per Ad \$ _____
(less 15% Agency Commission or 15% Corporate Partner Discount if applicable)

Number of Issues _____

Total Net Cost: \$ _____

Consider making a donation
to [NFEF](#), the philanthropic
arm of ANFP.

DONATE NOW

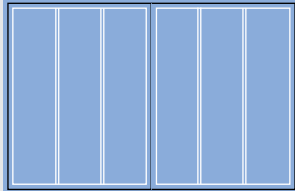
Authorized Signature: _____ Date: _____

*Rates are Gross and 15% Agency Commissionable or 15% discounted for Corporate Partners

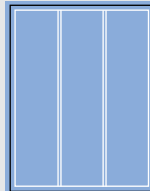
PRINT AND MECHANICAL REQUIREMENTS: *Nutrition & Foodservice Edge Magazine*

Print Ad Sizes

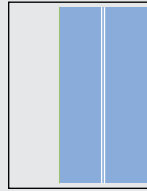
Conversion of advertisements to preferred format or size will be billed at cost plus handling.



FULL PAGE SPREAD
15.75"W x 10.34"H



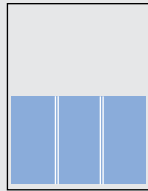
FULL PAGE
7.63"W x 10.34"H



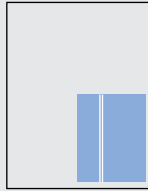
2/3 PG. VERT.
4.72"W x 9.95"H



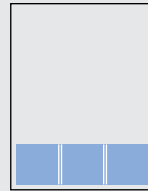
1/2 PG. VERT.
3.60"W x 9.95"H



1/2 PG. HORIZ.
7.21"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

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. Please do not include crop marks on any final art.

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.