

# 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+<sup>3</sup> 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.

<sup>3</sup>Includes pass-along rate.

ACCESS INSERTION  
ORDER & SPECS



### 2024 EDITORIAL CALENDAR

MONTH	THEME	PRINT SPACE RESERVATION	PRINT MATERIALS DEADLINE
January/February	<b>Workforce Development:</b> Strategies for building a great foodservice team through education and training.	November 22	November 29
March/April	<b>The Food Safety Issue:</b> 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	<b>Culinary Trends and Innovations:</b> A closer look at current and projected culinary practices for non-commercial operators to consider.	March 20	March 27
July/August	<b>Marketing Your Dining Program, plus Non-Commercial Dining Showcase:</b> Spotlight on corrections/rural/niche environments with a focus on how to highlight your dining department through marketing.	May 15	May 22
September/October	<b>Medical Nutrition Therapy:</b> An examination of the impact of food and nutrition on various disease states.	July 17	July 24
November/December	<b>Achieving Professional and Personal Excellence:</b> 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 RATES<sup>4</sup>

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 <sup>5</sup>	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

<sup>4</sup>Rates are Gross and 15% Agency Commissionable or 15% discounted for Corporate Partners

<sup>5</sup>Due 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

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

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:\$ \_\_\_\_\_

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

Date: \_\_\_\_\_

<sup>4</sup>Rates are Gross and 15% Agency Commissionable or 15% discounted for Corporate Partners

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.

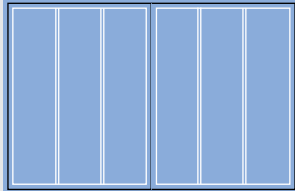
Consider making a donation to [NFEF](#), the philanthropic arm of ANFP.

DONATE NOW

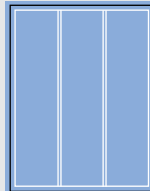
PRINT AND MECHANICAL REQUIREMENTS: *Nutrition & Foodservice Edge Magazine*

### Print Ad Sizes

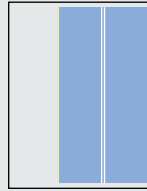
Conversion of advertisements to preferred format or size will be billed at cost plus handling.



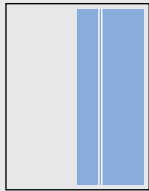
FULL PAGE SPREAD  
15.75"W x 10.34"H



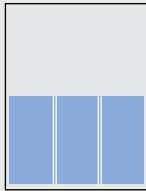
FULL PAGE  
7.63"W x 10.34"H



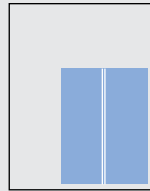
2/3 PG. VERT.  
4.72"W x 9.95"H



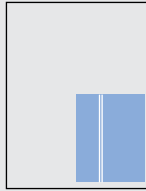
1/2 PG. VERT.  
3.60"W x 9.95"H



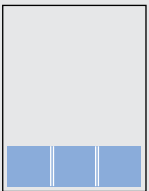
1/2 PG. HORIZ.  
7.21"W x 5"H



1/2 ISLAND  
4.72"W x 6.63"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.

### 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.