

Advertising Rates / Ad Opportunities

Bulletin Newsletter | Website Classified Ads | E-mail Newsletter

Bulletin Newsletters: Fall, Spring Editions

- E-Mailed two times per year to the membership (approx 5,000), Fall and Spring
- Editions available online to the membership
- Contact: bridget@dietitian.org for submission

(one side / pre-paid)	One time	2 times – Same Ad**
Full Page Insert (8.5" x 11")*	\$2500.00	\$4250
Full Page Ad (9.25" x 6.5")	\$1900.00	\$3250
1/2 Page Ad (4.625" x 6.25")	\$1350.00	\$2300
1/3 Page Ad (3.33" x 6.25")	\$900.00	\$1525
1/4 Page Ad (4.625" x 3.125")	\$700.00	\$1200
1/6 Page Ad (3.3"x3.5) & (4.625"x2")	\$525.00	\$800
1/8 Page Ad (2.5" x 3.5")	\$375.00	\$550
Business Card (2" x 3.5")	\$275.00	\$400
50-Word Classified	\$175.00	\$250

*The flyer would be 4/4 color 8.5 x 11 with a 1/8 bleed all around. Press ready pdf with the fonts embedded. 100lb gloss book stock.

**Different ads are priced as a one-time ad

Pictures/Graphics

The following formats are acceptable for inclusion of pictures/graphics in the Bulletin. The picture/graphic must be high resolution, 300dpi. The formats include: .jpg, .eps, photoshop file, .tif, .png.

Website Advertising: Classified Ads – Job Postings

Career / Classified Ads: includes company website link and logo

- \$175 for an 8-week listing
- Review the ad guidelines prior to submission:
- Submit ad and pay through automated online system.
- Post a job ad: <http://mycand.org/jobs/post-a-job/>

E-mail Newsletter

- E-mailed to the membership with E-mail addresses: >75% membership reached using E-mail (average 6,000 members)
- E-mailed eight to ten times per year
- Image must be .jpg or .gif format, maximum of 2 megabytes in size
- Contact: bridget@dietitian.org for submission

(pre-paid)	One Time	2 Times++
Special E-News+	\$1500*	\$2750
(Member) CPE or educational Events: Logo (image), verbiage, and link to website Image max: 3 ½ " x 3 ½ " (336x336 pixels), verbiage (75 words maximum)	\$350	\$550
Non-Member CPE, or Non-educational Event or product/service/website advertising: Logo (image), verbiage, and link to website Image max: 3 ½ " x 3 ½ " (336x336 pixels), verbiage (75 words maximum)	\$425 plus (\$0.05-\$0.25)** per email	\$625 plus (\$0.05-\$0.25)** per email
50-Word Classified verbiage/link	\$175	\$250

+Advanced Approval required (minimum of 2 weeks for approval)

*Depending on the request (survey, member vs non-member fee): PLUS \$0.05 for members / \$0.25 non-members per email address (average 5000 email addresses)

++Email address fee charged per release

**\$.05 educational institutions/non-profits, \$.25 corporations

- **NOTE: CAND does not sell or license member email addresses**

NOTE: All advertising must be pre-approved prior to acceptance for publishing.

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