Media Opportunities 2019
Gaining the competitive advantage means setting yourself apart. The award-winning *School Nutrition* magazine, the flagship publication of the School Nutrition Association, has built a reputation for excellence that is without equal.

Month after month, K-12 foodservice operators turn to *School Nutrition* for the answers to their questions, for innovative ideas and for previews of the challenges and opportunities that lie ahead. And each month, *School Nutrition* delivers the timely (and feasible) solutions and strategies they need to succeed, which is why it holds the lead as the overwhelming first-choice foodservice publication of more than 58,000 school nutrition decision-makers in districts large and small, urban and rural.

You can be part of the valuable solutions and strategies sought by these readers during today’s challenging times by advertising your products and services in *School Nutrition*: the only national magazine that exclusively serves this large, niche market segment.

**$10.4 Billion**

K-12 foodservice operations spend just shy of $10.4 billion on food and beverages.
Reader’s Choice
In reader surveys, School Nutrition readers with the top purchasing authority and influence affirm that this magazine is the source they look to for learning about new food products, equipment, technology, supplies and services. The vast majority strongly agree that:
» “ads introduce me to new vendors, products and services”
» “seeing an ad in School Nutrition gives me a positive impression of the company”
» “all factors being equal, I’m more likely to buy/recommend a product or service that’s been advertised in School Nutrition”

The Bottom Line?
When you advertise in School Nutrition, your products and services are being considered by readers who represent a large, captive market. The National School Lunch Program serves nearly 30 million children in more than 98,300 schools and child care institutions every day, and these readers also provide school breakfast, summer meals, afterschool snacks and suppers, as well as a la carte, vending and catering services.

Are you ready to gain the upper hand in the K-12 foodservice market segment? SN and the School Nutrition Association can offer you unmatched access to the decision-makers who need your creative solutions for their unique challenges. Put our advantages to work in your efforts to gain the competitive edge.

The Best Rewards
Many readers take time to share their praise of School Nutrition. Here are just a few of the many comments that make us blush.

“I am amazed at how you consistently provide an excellent publication that is so relevant and current.”

“I love reading it and passing it on to new employees to get them excited about their jobs in foodservice and our children.”

“This magazine outshines all the publications I get. It always has pertinent and timely information for schools.”

“I think School Nutrition is one of the best professional journals I have used in my career.”

“I have saved every issue. Often, I go back and read old articles.”

“I am new to the Association, but I read the magazine from front to back each month.”

 Reserve YOUR ad space in upcoming issues by calling a School Nutrition Advertising Representative today!

CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION

Barbara Boyce
National Sales Manager
303.337.6854
bboyce@rmi.net

Lisa M. Turner
Eastern Regional Sales Manager
305.671.3763
lisaturner@LMTmedia.com

Christy Spiegel
N. Midwestern Regional Sales Manager
214.352.3031
cspiegel@spiegelandneese.com

Jo Neese
S. Midwestern Regional Sales Manager
214.505.1680
jneese@spiegelandneese.com

Gayle Massey
Western Regional Sales Manager
925.476.5515
gayle@masseylifestylemedia.com
2019 Editorial Calendar

**JANUARY**
Theme: Travel (Personal Development)
Food Focus: Mac & Cheese
Other: For Managers & Employees: Cleaning & Sanitizing
**Bonus Distribution:** School Nutrition Industry Conference (SNIC)
**Planning Deadline:** October 29, 2018

**FEBRUARY**
Theme: Partners Against Hunger
Food Focus: Serve Up Your School Garden Harvests
**Bonus Distribution:** Legislative Action Conference (LAC)
**Planning Deadline:** November 30, 2018

**MARCH**
Theme: Ask the Dietitian
Food Focus: Unusual Grains
Other: #ANC19 Sneak Peek
**Planning Deadline:** December 14, 2018

**APRIL**
Theme: Chefs in Schools
Food Focus: Fruits: Pears
Other: For Managers & Employees: Prioritize Professional Development
National School Lunch and School Breakfast Weeks 2019-20 Preview
**Planning Deadline:** January 4, 2019

**MAY**
Theme: The School Nurse
Food Focus: Coffee Drinks
Other: #LAC19 Recap
**Bonus Distribution:** National Leadership Conference (NLC)
**Planning Deadline:** February 1, 2019

**JUNE/JULY**
Theme: Agriculture Today
Food Focus: Protein: Tofu
Other: For Managers & Employees: Inclusion
#ANC19 Preview
**Bonus Distribution:** Annual National Conference
**Planning Deadline:** March 4, 2019

**AUGUST**
Theme: Back to School: Improve Your Communication Skills
Food Focus: Vegetables: Tomatoes
Other: President’s Profile: Doug Davis, SNS
**Planning Deadline:** May 6, 2019

**SEPTEMBER**
Theme: Procurement
Food Focus: Reinventing Recipe Favorites for K-12 Cafeterias
Other: For Managers & Employees: Pride
#ANC19 Recap
**Planning Deadline:** June 7, 2019

**OCTOBER**
Theme: Readers’ Choice
Food Focus: Breakfast: Omelets
Other: For Managers & Employees: Team Building
#NSBW20 Reminder
**Planning Deadline:** August 2, 2019

**NOVEMBER**
Theme: Ask the Dietitian
Food Focus: Unusual Grains
Other: #ANC19 Secret Shopper Results
**Planning Deadline:** July 1, 2019

**DECEMBER**
Theme: Courting Controversy
Food Focus: Cooking with Curry
**Planning Deadline:** September 6, 2019

*Topics subject to change

**SN** also includes periodic features on equipment, safety, nutrition, operations management and legislation. Each month features **Bonus Web Content**, including short, related articles and helpful resources.

If you are interested in contributing to one of the above topics, please contact **SN** editorial staff at SNmagazine@schoolnutrition.org or call (800) 877-8822, ext. 112, prior to the editorial planning deadline.
ANC Program Guide

SNA’s Annual National Conference (ANC) is the largest and most comprehensive school-specific show in the nation!

ANC Program Guide

SNA’s official conference program is distributed to more than 7,000 attendees. This publication is much, much more than a schedule of events to ANC goers—it is the official list of conference exhibitors. With contact information and product details about exhibitors, along with an index of exhibitors organized by product category—and your advertisement—plus education session details and speaker contacts, the ANC Program Guide becomes a desktop resource that attendees reference all year long! *Must be a current ANC exhibitor

Rate: 65% of the cost of the regular open School Nutrition rates at earned frequency levels.

SCHOOL NUTRITION and ANC PROGRAM GUIDE COMBO! Save when you advertise in both of the summer’s hottest publications!

Rate: June/July insertion cost plus 55% of the cost of the regular rates. For example, a one-page, four-color ad for an 11-time advertiser in both June/July and the Program Guide equals $5,553 (11x, 4c page rate) + $3,054 (4c page rate less 45%) = $8,607 combo rate.

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jneese@spiegelandneese.com

Gayle Massey
Western Regional Sales Manager
925.476.5515
gayle@masseylifestylemedia.com

SN | Media Kit 2019
## 2019 Advertising Rates

### Ad Sizes

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>11X</th>
<th>18X</th>
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<th>30X</th>
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<td>$4,617</td>
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<td>$5,008</td>
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<td>$4,451</td>
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<td>$3,250</td>
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### Bound Inserts

<table>
<thead>
<tr>
<th>Bound Inserts</th>
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<th>1-page, 2-sided</th>
<th>2-page, 4-sided</th>
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<td></td>
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<tr>
<td></td>
<td>$17,578</td>
<td>$16,981</td>
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</tr>
</tbody>
</table>

### Guaranteed Preferred Positioning

Guaranteed Preferred Positioning anywhere throughout the publication, other than the covers, requires an additional 10% charge. “Custom Coolness” print options are available. Be sure to check with your sales representative for custom quotes and any applicable discounts.

---

**CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION**

<table>
<thead>
<tr>
<th>National Sales Manager</th>
<th>Eastern Regional Sales Manager</th>
<th>N. Midwestern Regional Sales Manager</th>
<th>S. Midwestern Regional Sales Manager</th>
<th>Western Regional Sales Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbara Boyce</td>
<td>Lisa M. Turner</td>
<td>Christy Spiegel</td>
<td>Jo Neese</td>
<td>Gayle Massey</td>
</tr>
<tr>
<td>303.337.6854 <a href="mailto:bboyce@rmi.net">bboyce@rmi.net</a></td>
<td>305.671.3763 <a href="mailto:lisaturner@LMTmedia.com">lisaturner@LMTmedia.com</a></td>
<td>214.352.3031 cspiegel@spiegeland neese.com</td>
<td>214.505.1680 jneese@spiegeland neese.com</td>
<td>925.476.5515 gayle@masseylifestyle media.com</td>
</tr>
</tbody>
</table>
Publisher’s Policy

School Nutrition and the other print and digital publications described in this media kit are published by the School Nutrition Association.

The publisher reserves the right to determine suitability of all ads submitted for print or digital publication or distribution and, in its sole judgment may reject or revoke, for any reason, any advertising, insertion order, space reservation or position commitment at any time, with or without notice to the advertiser or advertising agency and regardless of whether such advertising was previously acknowledged, accepted or published. The publisher is not liable for any costs relative to an advertisement that has been rejected.

The words “advertisement” or “special advertising section” will be placed with ads that, in the publisher’s opinion, resemble editorial matter.

Acceptance of an advertisement by the publisher shall in no way constitute endorsement or recommendation by the publisher or the magazine for the contents of the advertisement or the product advertised.

Liability—Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. Advertisers and their agencies will assume liability for all content—including text, representation and illustrations—of printed and digital advertising and will assume responsibility for any claims against the publisher arising therefrom.

Space use deadline—Advertisers must use all space within 12 months from first insertion date.

Billing—An agency commission of 15% is allowed to publisher-recognized agencies. The publisher will charge past-due accounts a monthly 1.5% service charge, amounting to 18% annually. The publisher will not pay agency commission on past-due accounts or on ads created and produced by the manufacturer, grower or producer. Advertiser and agency both are accountable for past-due accounts.

The publisher reserves the right to request any financial information necessary from agencies or advertisers wishing to establish credit for billing purposes, to require prepayment for publication services or to refuse to publish an advertisement by an agency or advertiser that is delinquent in its account. Agencies or advertisers must make space cancellations verbally and in writing by the 5th of two months prior to the date of the issue. Agencies or advertisers not following these cancellation guidelines will be required to pay for space contracted.

Placement—Placement is on a first-come, first-reserved basis. The publisher makes every attempt to separate advertisements of competing companies by no fewer than four (4) pages. Separation from editorial content referencing a competing company cannot be assured. Guaranteed placements require a 10% premium.

Use of SNA logo—The School Nutrition Association (SNA) logo may not appear in any advertisement in any form, for any reason, without written permission from the publisher. The SNA Patron logo and the Friends of the Foundation logo are made available to advertisers eligible for such recognition.

Reprint Permission

Because SN is a copyright-protected publication, advertisers and their agencies must obtain permission from the editorial office to reprint articles and/or to obtain a PDF version. Make requests and/or inquiries about pricing and procedures to snmagazine@schoolnutrition.org or School Nutrition magazine, Attn: Reprint Permissions, 2900 S. Quincy St., Suite 700, Arlington, VA 22206-2233.
Ad Specifications

Advertising materials are preferred as digital files received via email or client ftp. Publisher accepts no responsibility for errors resulting from materials not supplied to the following specifications.

» Email subject line should include name of advertiser and SN issue that ad is to run. For example: John Doe Company, May 2018 issue.
» PDF—PDF/X-1a compliant files. Other PDF formats are unacceptable. ALL PDFs must be written to include bleed (0.125” or ¼") and crop marks.
» Publication trim size is 8 ¾” x 10 ¾” (8.375” x 10.875”).
» Bleed size is 8 ¾” x 11 ¾” (8.625” x 11.125”).
» Text and art should clear ¼” from trim. Art/text too close to the trim could be trimmed off if these guidelines are not followed.
» Partial ads must not bleed (except ½-page spread).
» Spread trim size is 16 ¾” by 10 ¼” (16.750” x 10.875”); bleed spread trim size is 17” by 11 ¾” (17” x 11.125”).
» CMYK colors ONLY. No Pantone colors or spot colors will be accepted.
» All specifications apply to the magazine, as well as the ANC Program Guide.

Preprinted Inserts & Outserts

Insert/outsert content must comply with SN’s publishing standards and creative must be sent to SNA for advance approval before printed materials are shipped.

» Insert sheet size is 8 ¾” x 11 ¼”; live matter should fit inside 7 ½” x 10”.
» Spread insert sheet size is 17 ¼” x 11 ½”, including ¼” grind off at center for binding.

» All inserts jog to head, ¼” head trim, 60-80 lb. text-weight stock max.
» Business reply cards must be 4” x 6” or 5” x 7” upon removal from the magazine.
» Perforation should be light and fall ½” from gutter.
» For poly-bagged outserts, contact your advertising representative for custom pricing and specifications.

AD MATERIALS PDF CHECKLIST

☑ Make sure all colors are changed to the proper process and mode. Colors must be “Color Type: Process”—NOT spot color. “Color Mode” should be CMYK—NOT RGB. No Pantone colors will be accepted.
☑ Email subject line should include Company Name and the Issue Month and Year that the ad is to run.
☑ Transparencies must be flattened in all native programs. Go to the Adobe website for instructions on how to ensure that transparencies are flattened.
☑ ALL FULL-PAGE PDFs MUST have trim and bleed marks. Please review PDFs to ensure that trim marks and bleed marks are checked and that a 0.125” (¼”) bleed is used. Bleed must be 0.125” on top, bottom, right and left. PDFs MUST be PDF/X-1a:2001 compliant.
☑ Avoid text or art that is too close to the trim of the publication. Our printer requests a ¼” inside the trim area. Our experience has shown that anything ¼” inside the trim area is in the danger zone and should be avoided at all costs. We cannot ensure that art or copy within this ½” space will print.
Ad Specifications

Ad Sizes and Deadlines

**AD DIMENSIONS**

<table>
<thead>
<tr>
<th>PAGE UNIT</th>
<th>WIDTH</th>
<th>DEPTH</th>
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<tbody>
<tr>
<td>A. 2-page spread</td>
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<tr>
<td>B. Full page</td>
<td>8 ½</td>
<td>10 ¾</td>
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<tr>
<td>C. ½ page</td>
<td>4 ½</td>
<td>9 ¾</td>
</tr>
<tr>
<td>D. ½ page island</td>
<td>4 ½</td>
<td>7 ½</td>
</tr>
<tr>
<td>E. ½ page horizontal</td>
<td>7</td>
<td>4 ½</td>
</tr>
<tr>
<td>F. ½ page spread</td>
<td>16 ¼</td>
<td>5 ¾</td>
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<tr>
<td>G. ½ page square</td>
<td>4 ½</td>
<td>4 ½</td>
</tr>
<tr>
<td>H. ½ page vertical</td>
<td>2 ½</td>
<td>9 ½</td>
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<tr>
<td>I. ¼ page vertical</td>
<td>3 ¾</td>
<td>4 ½</td>
</tr>
<tr>
<td>Full-page insert</td>
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<td>11 ½</td>
</tr>
<tr>
<td>Spread insert</td>
<td>17 ¼</td>
<td>11 ½</td>
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**CLOSING DATES**

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>SPACE RESERVATION</th>
<th>MATERIALS DUE</th>
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<tbody>
<tr>
<td>January</td>
<td>November 1</td>
<td>November 20</td>
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<tr>
<td>February</td>
<td>December 3</td>
<td>December 19</td>
</tr>
<tr>
<td>March</td>
<td>January 7</td>
<td>January 25</td>
</tr>
<tr>
<td>April</td>
<td>February 1</td>
<td>February 22</td>
</tr>
<tr>
<td>May</td>
<td>March 1</td>
<td>March 22</td>
</tr>
<tr>
<td>June/July</td>
<td>April 4</td>
<td>April 22</td>
</tr>
<tr>
<td>ANC Program Guide</td>
<td>April 15</td>
<td>May 6*</td>
</tr>
<tr>
<td>August</td>
<td>June 3</td>
<td>June 21</td>
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<tr>
<td>September</td>
<td>July 5</td>
<td>July 26</td>
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<td>November</td>
<td>September 6</td>
<td>September 27</td>
</tr>
<tr>
<td>December</td>
<td>October 3</td>
<td>October 24</td>
</tr>
</tbody>
</table>

*Different due dates for tab advertisements may apply

**NOTE:**

All insertion orders should be sent via email to your SN Sales Representative (see contact information below).

All ad materials should be sent directly via email to SNProduction@schoolnutrition.org and kweston@rmi.net

**CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION**

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National Sales Manager  
303.337.6854  
bboyce@rmi.net

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jneese@spiegelandneese.com

Gayle Massey  
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925.476.5515  
gayle@masseylifestylemedia.com
**Custom Coolness**

New **SN** Advertising Opportunities

*School Nutrition* magazine is now offering new and exciting ways for advertisers to showcase products to readers through various “Custom Coolness” opportunities. In addition to the options featured here, advertisers can suggest other approaches to be considered at a custom-quoted price!

---

**Belly Band**

Grab reader attention as they eagerly open the issue! These 18.0625" x 5" (80 lb. text weight) pieces wrap around each magazine, offering incomparable visibility.

---

**Gatefold**

Attached to the inside front or back cover, gatefolds stimulate reader interaction and extend usable space in a premium position.

---

**Contact Your Sales Representatives for More Information**

- **Barbara Boyce**
  - National Sales Manager
  - 303.337.6854
  - bboyce@rmi.net

- **Lisa M. Turner**
  - Eastern Regional Sales Manager
  - 305.671.3763
  - lisaturner@LMTmedia.com

- **Christy Spiegel**
  - N. Midwestern Regional Sales Manager
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  - cspiegel@spiegelandneese.com

- **Jo Neese**
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  - 214.505.1680
  - jneese@spiegelandneese.com

- **Gayle Massey**
  - Western Regional Sales Manager
  - 925.476.5515
  - gayle@masseylifestylemedia.com

---

It’s like unwrapping a present! Immediately capture both readers and non-readers alike with this customizable ad space.

(Not available on June/July and August issues)
Unique Inserts & Outserts
Explore options for visually interesting and fun, custom pieces, such as pop-ups, posters or mini brochures.
» Die cuts
» 3-D Lenticular printing
» Mini-brochures/booklets
» Pop-Ups
» Clingz
» Flyers/brochures
» Product samples
» Posters
» Temporary offer cards

Discover new ways YOU can advertise by calling a School Nutrition Advertising Representative TODAY for more details and price quotes on these imaginative, high impact marketing ideas!

NOTE: Additional printing, shipping and production charges apply.

**Insert and outsert items mentioned above could possibly run as either an insert or outsert. Many are interchangeable: for example, multimedia carriers can meet USPS requirements for enclosure in a publication or offered as a stand-alone polybagged item.

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214.505.1680  
jerneese@spiegelandneese.com

Gayle Massey  
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925.476.5515  
gayle@masseylifestylemedia.com
“Equipment Basics” Sponsored Content

School Nutrition recently launched a sponsored content opportunity to highlight products in the large and small equipment categories. The Equipment Basics series showcases one piece of equipment in a unique design format, using advertising space on the outside of both the left-and right-hand sides of an editorial spread. You supply the featured elements and we design the piece to provide the uniformity of a department-style magazine series. See previously run examples below and contact your $SN$ advertising representatives for rates and additional details.

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jneese@spiegelandneese.com

Gayle Massey  
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925.476.5515  
gayle@masseylifestylemedia.com
SCHOOLNUTRITION.ORG

SNA’s website averages more than 65,000 sessions (visits) and 42,000 users (unique visitors) every single month!

The following advertising rates and provisions are for three months:
» $2,500 Net for an ad on the SchoolNutrition.org home page.
» $2,000 Net for an ad on an interior landing page.
» Ads on the home page will rotate with other ads.
» Ad positions will be sold on a first-come, first-served basis.
» Ads on the interior landing pages will run exclusively for three months.
» Each ad will hyperlink to the advertiser’s designated home page or web page of choice.

PRODUCTION SPECIFICATIONS
» Home Page Banner size: 350 pixels width x 150 pixels height
» Interior Landing Page Banner size: 285 pixels width x 240 pixels height
» Image format: .JPG or .GIF
» Animation: 8-second limit
» Maximum file size: 40K

E-Newsletter Advertising

SN Express

SN Express is a weekly subscription-based e-newsletter delivered to SNA members and other child nutrition audiences. Rebranded and expanded, it features current events and news stories, the latest announcements from SNA and USDA, hot topics, timely resources and more. As of August 2018, approximately 40,000 readers receive SN Express each week. Forty-eight issues are available each year. Contact your SNA advertising representative for rates, dates and material specifications.

PRODUCTION SPECIFICATIONS
» 350 pixels width x 60 pixels height
» Image format: .JPG or .GIF
» Animation: 8-second limit
» Maximum file size: 40K

CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION

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ANC E-Daily
Each day of SNA’s Annual National Conference (ANC), all registered attendees receive an e-blast accessible on mobile devices that features schedule highlights and updates, reminders, trivia and more. ANC 2018 total registration reached more than 7,000. This highly visible marketing tool is available to two exclusive advertisers* each day of the conference, with an additional e-blast the day after the conference. Contact your SNA advertising representative for rates and specifications.

*SNA Conference E-Blast Package
There are advertising opportunities available to increase your visibility before SNA’s Annual National Conference (ANC) and its School Nutrition Industry Conference (SNIC) through the SNA Conference E-Blast Package. Take advantage of multiple pre-conference email communications from SNA, sent throughout the weeks leading up to ANC (July) and SNIC (January).

There is only one advertiser* per e-blast message, guaranteeing prime real estate and exclusivity for your message at one or both of these SNA conferences. These conference-themed e-blasts are sent to K-12 foodservice operators and state agency representatives and allow you to tailor your message specifically to all registered conference attendees. Contact your SNA advertising representative for rates, specifications and availability of these opportunities: SNIC in January 2019 and ANC in July 2019.

*SNA: only 1 package of 6 e-blasts offered;
ANC: 2 packages of 6 e-blasts offered.

SNA Conference Learning Journals
Get your message out to the most engaged school nutrition professionals—attendees of SNA’s three national conferences—by advertising in our highly visible Learning Journals! This 5 ½” x 8 ½” spiral-bound publication doubles as a conference program and a notebook, making it a valuable and highly rated resource. With opportunities for just three advertisers, this is an unparalleled opportunity to raise brand awareness. In addition to three prominent positions (Cover 2, Cover 3 and Cover 4), you’ll also get your company logo printed on each of the 20+ notebook pages.

Learning Journals are produced for:
» School Nutrition Industry Conference: 550+ attendees
» Legislative Action Conference: 800+ attendees
» Annual National Conference: ~4,000 operator attendees

Contact your SNA advertising representative for rates and specifications.

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Place your brands and products in front of 58,000+ highly engaged school nutrition professionals each and every month!

Contact your School Nutrition magazine Advertising Representative TODAY!

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