Gaining the competitive advantage means setting yourself apart. The award-winning School Nutrition (SN) 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 50,000+ 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.

WHEN YOU ADVERTISE IN SCHOOL NUTRITION, YOU WILL REACH:
» Readers who are decision-makers. According to SNA research, nearly 75% are involved in buying, recommending, specifying or approving food products. More than 60% do the same for smallwares, while half influence or approve decisions for large equipment, cleaning products and other supplies. More than 30% have influence on or can decide on computer hardware/software purchases.

» Decision-makers who act when they see ads in their first-choice magazine. More than half report they recommend the purchase of the product or service listed, referred ads to someone else or bought an advertised product.

» Readers who value SN above all over trade publications. Year after year, SN beats its closest competitors by an 8 to 1 margin!

» Readers who look forward to and use School Nutrition. The vast majority find it provides solutions and strategies that inform and inspire, along with information they can use in their day-to-day work.
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 30 million children in nearly 98,000 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.

While the uncertainties of the coronavirus pandemic have presented many challenges to communities, most district foodservice departments have served meals continually since Spring 2020, pivoting repeatedly in approach and schedule to overcome barriers to reach children. With regulatory flexibility to serve all students free meals throughout SY2020-21, school nutrition professionals are eager to work with vendor partners on creative solutions to meal planning, preparation and service, while keeping team members and student customers safe.

Are you ready to gain the upper hand in the K-12 foodservice market segment? SN and SNA 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.

Reader’s Choice

Through a variety of feedback mechanisms, School Nutrition readers with the top purchasing authority and influence affirm that this magazine is the source they look to for learning more about new food products, equipment, technology, supplies and services. The majority 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”; and

» “all factors being equal, I’m more likely to buy/recommend a product or service that’s been advertised in School Nutrition.”

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

The Best Rewards

Readers regularly take time to share their praise of School Nutrition.

Here are just a few of the many comments that make us smile:

“I enjoy and can’t wait to receive my next edition of School Nutrition. It’s the first thing I read, even before my regular mail, so I can continue to enhance my career.”

“Continue what you are doing! The magazine is evolving in a really good way.”

“It’s a great resource for school nutrition professionals.”

“When I receive my monthly issue, it makes me feel that I am still connected and staying up-to-date in the school nutrition world.”

“We love the magazine and are excited that our team members find it inspirational. It’s my favorite read each month.”

“I enjoy being a member of SNA and School Nutrition does a great job. Thank you for being a positive influence in my work and home life.”

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
941.400.7419
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
925.457.7551
gayle@masseylifestylemedia.com
2021 Editorial Calendar

Reserve your ad space in upcoming issues by calling your 
SN Sales Representative today!

Barbara Boyce
National Sales Manager
303.337.6854

Lisa M. Turner
Eastern Regional Sales Manager
941.400.7419

Christy Spiegel
N. Midwestern Regional Sales Manager
214.352.3031

Jo Neese
S. Midwestern Regional Sales Manager
214.505.1680

Gayle Massey
Western Regional Sales Manager
925.457.7551

If you are interested in contributing to one of the planned topics, please contact SN Editor Patricia Fitzgerald at pfitzgerald@schoolnutrition.org as early as possible. Note: Monthly themes and editorial schedules are subject to change with minimal warning.

Coping Through Stressful Times
(annual Personal Development issue)
Food Focus: Salt, Fat, Heat, Acid

Doing More for Diversity, Equity and Inclusion (Part 1)
Also: Celebrating Black History Month
Food Focus: African-Inspired Cuisine

Are You Prepared to Lead and Succeed?
Food Focus: Better-for-You Breakfast Baked Goods

Kitchen Equipment: What You Need to Know
Also: 2021-22 National School Lunch and School Breakfast Weeks Preview
Food Focus: Pork

Recipes for Change: K-12 Chefs Share Insights
Food Focus: Nut Butters

Cafeteria Classrooms & Lunch Teachers: Delivering Nutrition Education
Also: #ANC21 Preview
Food Focus: Corn

Step Up Your Customer Service for a New School Year
Also: SNA President Beth Wallace, SNS
Food Focus: Watermelon

Doing More for Diversity, Equity and Inclusion (Part 2)
Also: Celebrating Hispanic Heritage Month
Food Focus: Tortillas

Make Marketing Magic with Video
Food Focus: Apples

Coaching & Mentoring
Food Focus: Root Vegetables

*Bonus Circulation: Select issues of School Nutrition are available at in-person national SNA meetings and at state affiliate meetings by request.

SN also includes periodic features on equipment, safety, nutrition, operations, training, management and legislation. Each month, online Bonus Web Content extras are available and longer-form articles are often added to its digital edition.
Introducing...

In challenging times, you can count on School Nutrition magazine to rise and meet every new hurdle!

School districts, meal service departments, manufacturers, distributors, farmers, individual families—the coronavirus pandemic is exacting an enormous financial toll across the U.S. economy. SNA and its flagship publication are also feeling the pinch. But we’re continuing to innovate, turning a challenge into an exciting opportunity.

We know how much school nutrition professionals look forward to receiving the reliable and relevant content SN delivers every month. For nearly three decades, readers have declared it their preferred trade publication, far outranking all competitors. eSN, our new electronic edition, will allow SNA to uphold that commitment to its 50,000+ Association members.

Building on the School Nutrition brand, eSN is a natural next step in the evolution to meet reader needs for professional information, instruction and inspiration. While reader surveys consistently confirm that SN readers prefer print, we also know that many place increasing value on having a choice of formats for communications.

eSN will launch as a pilot select months in 2021 in place of the printed and mailed School Nutrition. Each issue will feature several popular SN features updated with fresh design enhancements, along with brand-new content, columns and departments. Readers can count on the branded excellence of School Nutrition to extend to this new product: eSN is Dependable. Digital. Distinctive. Print or digital, SN is the K-12 solution source for school nutrition operations.

We’re excited to debut eSN in March 2021, with a second issue planned for May 2021—and we’re excited to have advertising partners like YOU join us.

Contact your SN advertising representative to learn about advertising enhancements and bonus recognition opportunities when reserving space in eSN!

Barbara Boyce
National Sales Manager
303.337.6854

Lisa M. Turner
Eastern Regional Sales Manager
941.400.7419

Christy Spiegel
N. Midwestern Regional Sales Manager
214.352.3031

Jo Neese
S. Midwestern Regional Sales Manager
214.505.1680

Gayle Massey
Western Regional Sales Manager
925.457.7551
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. 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 ANC Program Guide equals $5,636 (11x, 4c page rate) + $3,099.80 (4c page rate less 45%) = $8,735.80 combo rate.

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
941.400.7419
lisaturner@LMTmedia.com

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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
925.457.7551
gayle@masseylifestylemedia.com
## Rates & Requirements

**2021 Advertising Rates**

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<th>3X</th>
<th>6X</th>
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**Bound Inserts**

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<td>$13,260</td>
<td>$12,278</td>
<td>$11,780</td>
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</tbody>
</table>

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**

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

**Lisa M. Turner**  
Eastern Regional Sales Manager  
941.400.7419  
lisaturner@LMTmedia.com

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

**Gayle Massey**  
Western Regional Sales Manager  
925.457.7551  
gayle@masseylifestylemedia.com
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 the 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 competing companies 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. The SNA Patron logo and the Friends of the Foundation logo are made available to those advertisers.
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 2021 issue.
- PDF—PDF/X-1a:2001 compliant files. Other PDF formats are unacceptable. ALL PDFs must be written to include bleed (0.125” or ¼”) and crop marks.
- CMYK colors ONLY. No Pantone colors or spot colors will be accepted.

**TRIM SIZE & BLEEDS**

- Publication/Full Page: Trim size is 8 ¼” x 10 ¼” (8.375 x 10.875); Bleed size is 8 ¾” x 11 ¼” (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.
- Two-page Spread: Trim size is 16 ¼” x 10 ¼” (16.750 x 10.875); Bleed size is 17” x 11 1/8” (17 x 11.12”)”
- *Half-page Spread: Bleed size is 17 x 5 ¾” (17 x 5.625)
- All specifications apply to the magazine, as well as the ANC Program Guide.

* No other partial ads may bleed.

**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 ½” x 11 ½”; live matter should fit inside 7 ½” x 10”.
- Spread insert sheet size is 17 ¼” x 11 ¼”, 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 Dimensions

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<tr>
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<th>WIDTH</th>
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<tr>
<td>C. ½ page</td>
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<td>D. ½ page island</td>
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<tr>
<td>E. ½ page horizontal</td>
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<td>4 ¾</td>
</tr>
<tr>
<td>F. ½ page spread (trim)</td>
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<tr>
<td>G. ¼ page square</td>
<td>4 ½</td>
<td>4 ¾</td>
</tr>
<tr>
<td>H. ¼ page vertical</td>
<td>2 ½</td>
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</tr>
<tr>
<td>I. ¼ page vertical</td>
<td>3 ¾</td>
<td>4 ¾</td>
</tr>
<tr>
<td>Full-page insert</td>
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<td>11 ¼</td>
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<tr>
<td>Spread insert</td>
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### Closing Dates

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<td>January 27</td>
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<td>April</td>
<td>February 3</td>
<td>February 24</td>
</tr>
<tr>
<td>May</td>
<td>March 2</td>
<td>March 23</td>
</tr>
<tr>
<td>June/July</td>
<td>April 2</td>
<td>April 22</td>
</tr>
<tr>
<td>ANC Program Guide</td>
<td>April 15</td>
<td>May 6*</td>
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<tr>
<td>August</td>
<td>June 3</td>
<td>June 22</td>
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<td>September</td>
<td>July 2</td>
<td>July 27</td>
</tr>
<tr>
<td>October</td>
<td>August 3</td>
<td>August 24</td>
</tr>
<tr>
<td>November/December</td>
<td>September 3</td>
<td>September 28</td>
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</table>

*An earlier due date for ad materials on “Tabs” may apply
**Cancellations must be made by space reservation deadline.

### Ad Specifications

#### 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

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

- **Lisa M. Turner**  
  Eastern Regional Sales Manager  
  941.400.7419  
  lisaturner@LMTmedia.com

- **Christy Spiegel**  
  N. Midwestern Regional Sales Manager  
  214.352.3031  
  cspiegel@spiegelandnee.com

- **Jo Neese**  
  S. Midwestern Regional Sales Manager  
  214.505.1680  
  jneese@spiegelandnee.com

- **Gayle Massey**  
  Western Regional Sales Manager  
  925.457.7551  
  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 pieces wrap around each magazine, offering incomparable visibility. Talk to your sales rep. about options available.

**Gatefold**

Attached to the front or back covers, these two-sided fold-outs stimulate reader interaction and extend usable space in a premium position. Contact your sales rep for more information.

---

CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbara Boyce</td>
<td>National Sales Manager</td>
<td>303.337.6854</td>
<td><a href="mailto:bboyce@rmi.net">bboyce@rmi.net</a></td>
</tr>
<tr>
<td>Lisa M. Turner</td>
<td>Eastern Regional Sales Manager</td>
<td>941.400.7419</td>
<td><a href="mailto:lisa.turner@LMTmedia.com">lisa.turner@LMTmedia.com</a></td>
</tr>
<tr>
<td>Christy Spiegel</td>
<td>N. Midwestern Regional Sales Manager</td>
<td>214.352.3031</td>
<td><a href="mailto:cspiegel@spiegelandneese.com">cspiegel@spiegelandneese.com</a></td>
</tr>
<tr>
<td>Jo Neese</td>
<td>S. Midwestern Regional Sales Manager</td>
<td>214.505.1680</td>
<td><a href="mailto:jneese@spiegelandneese.com">jneese@spiegelandneese.com</a></td>
</tr>
<tr>
<td>Gayle Massey</td>
<td>Western Regional Sales Manager</td>
<td>925.457.7551</td>
<td><a href="mailto:gayle@masseylifestylemedia.com">gayle@masseylifestylemedia.com</a></td>
</tr>
</tbody>
</table>
**Sticky Note**
Simulates a “sticky note” by means of a repositionable single label-note that’s applied to your ad during binding. Offers a more personal feel and can be made into a removable reminder for consumers. Several sizes available.

**Unique Inserts & Outserts**
Explore options for visually interesting and fun, custom pieces, such as:
- Die cuts
- 3-D Lenticular printing
- Mini-brochures/booklets
- Pop-Ups
- Clingz
- Flyers/brochures
- Product samples
- Posters
- Temporary offer cards

**NOTE:** Additional printing, shipping and production charges apply.

**Items mentioned above could possibly run as either an insert or an 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.

**CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION**

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bboyce@rmi.net

**Lisa M. Turner**
Eastern Regional Sales Manager
941.400.7419
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
925.457.7551
gayle@masseylifestylemedia.com
School Nutrition offers 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 published examples shown here and contact your SN sales representatives for rates and additional details.

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
941.400.7419
lisa.turner@LMTmedia.com

Christy Spiegel
N. Midwestern Regional Sales Manager
214.352.3021
cspiegel@spiegeland.neese.com

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

Gayle Massey
Western Regional Sales Manager
925.457.7551
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:
- $2,250 Net for an ad on the SchoolNutrition.org home page.
- $2,250 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 webpage 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 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 2019, approximately 40,000 readers receive SN Express each week. Forty-eight issues are available each year. Contact your SNA sales representative for rates, dates and other material specifications.

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

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303.337.6854  
bboyce@rmi.net

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Eastern Regional Sales Manager  
941.400.7419  
lisaturner@LMTmedia.com

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

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

Gayle Massey  
Western Regional Sales Manager  
925.457.7551  
gayle@masseylifestylemedia.com
Other Conference Advertising

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 exclusive interviews, schedule highlights and updates, reminders, trivia and more. ANC 2019 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 sales 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 sales representative for rates, specifications and availability of these opportunities: SNIC in January 2020 and ANC in July 2020.

*SNIC: Only one package of six e-blasts offered;
ANC: Two packages of six 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” publication doubles as a conference program and a notebook, making it a valuable and highly rated resource. With space 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: 6,000 attendees
Contact your SNA sales representative for rates and specifications.

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cspiegel@spiegelandneese.com

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

Gayle Massey
Western Regional Sales Manager
925.457.7551
gayle@masseylifestylemedia.com
School Nutrition Association/School Nutrition
Print & Digital Advertising Sales Territories

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National Sales Manager
303.337.6854
bboyce@rmi.net

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

Christy Spiegel
N. Midwestern Regional Sales Manager
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Jo Neese
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214.505.1680
jneese@spiegelandneese.com

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gayle@masseylifestylemedia.com
Place your brands and products in front of 50,000+ highly engaged school nutrition professionals each and every month!

Contact your School Nutrition magazine Sales Representative TODAY!

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