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. 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.

COMBO OPPORTUNITIES

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.

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