



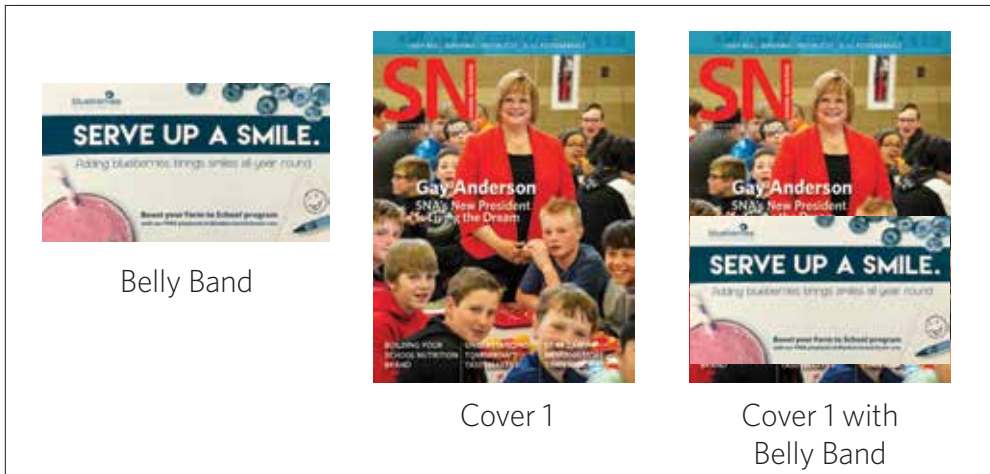
Custom Coolness

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!

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

(Belly Bands: Not available on June/July and August issues.)



Belly Band

Cover 1

Cover 1 with Belly Band

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.



Cover 1

Gatefold Front



Gatefold Back

Cover 2

Attached to the front or back covers, gatefolds stimulate reader interaction and extend usable space in a premium position. Contact your sales rep for more information.

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 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



Custom Coolness ▶▶▶

Attached to the right hand page, Sticky Notes are a unique way to engage your readers.

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.



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

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

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