Journal of the Academy of Nutrition and Dietetics
# Table of Contents

*Click to view*

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>By the Numbers</td>
<td>1</td>
</tr>
<tr>
<td>The Academy of Nutrition and Dietetics</td>
<td>2</td>
</tr>
<tr>
<td>Editorial Overview</td>
<td>5</td>
</tr>
<tr>
<td>JAND Readership</td>
<td>6</td>
</tr>
<tr>
<td><strong>Print and Digital Reach</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Print/Online Readership</strong></td>
<td>7</td>
</tr>
<tr>
<td><strong>Publication Readership</strong></td>
<td>8</td>
</tr>
<tr>
<td>JAND Value &amp; Trust</td>
<td>9</td>
</tr>
<tr>
<td>Demographics</td>
<td>10</td>
</tr>
<tr>
<td>Print Advertising Opportunities</td>
<td>12</td>
</tr>
<tr>
<td>Display Advertising</td>
<td>12</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>13</td>
</tr>
<tr>
<td>Print Rates</td>
<td>14</td>
</tr>
<tr>
<td>Issue Calendar &amp; Closing Dates</td>
<td>15</td>
</tr>
<tr>
<td>Digital Advertising Opportunities</td>
<td>16</td>
</tr>
<tr>
<td>JAND Website Banner Advertising</td>
<td>16</td>
</tr>
<tr>
<td>Table of Contents Email (eTOC) Advertising</td>
<td>17</td>
</tr>
<tr>
<td>Targeted Media Advertising Opportunities</td>
<td>18</td>
</tr>
<tr>
<td>Food &amp; Nutrition Conference &amp; Expo™ (FNCE®)</td>
<td>18</td>
</tr>
<tr>
<td>FNCE® Abstract Supplement</td>
<td>19</td>
</tr>
<tr>
<td>Editorial Supplements</td>
<td>20</td>
</tr>
<tr>
<td>Topic Collections</td>
<td>21</td>
</tr>
<tr>
<td>Reprint Capabilities</td>
<td>23</td>
</tr>
<tr>
<td>Specifications</td>
<td>25</td>
</tr>
<tr>
<td><strong>Print Media</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>Digital Media</strong></td>
<td>28</td>
</tr>
<tr>
<td>Contacts</td>
<td>31</td>
</tr>
<tr>
<td>Advertising Guidelines and Information</td>
<td>32</td>
</tr>
</tbody>
</table>
Table of Contents

Click to view
By the Numbers

Print Circulation

49,321

Average Monthly Pageviews*

132,637

Average Monthly Visits*

54,897

Average Monthly Unique Visitors*

44,902

Opt-in Email Subscribers†

79,486

About the Academy
The Academy of Nutrition and Dietetics is the world’s largest organization of food and nutrition professionals founded in Cleveland, Ohio, in 1917, by a visionary group of women dedicated to helping the government conserve food and improve the public’s health and nutrition during World War I. Today, the Academy represents more than 100,000 credentialed practitioners—registered dietitian nutritionists, dietetic technicians, registered, and other dietetics and nutrition professionals holding undergraduate and advanced degrees in nutrition and dietetics, and students—and is committed to improving the nation’s health and advancing the profession of dietetics through research, education and advocacy.

Members of the Academy play a key role in shaping the public’s food choices, thereby improving its nutritional status.

Mission
Accelerate improvements in global health and well-being through food and nutrition.

Vision
A world where all people thrive through the transformative power of food and nutrition.
What are Registered Dietitian Nutritionists?
Registered dietitian nutritionists (RDNs) are the recognized food and nutrition experts who translate the science of nutrition into solutions for healthy living. The expertise, training and credentials of RDNs are vital for promoting optimal nutrition among the public.

Demographics of Registered Dietitian Nutritionists*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master’s Degrees:</td>
<td>50%</td>
</tr>
<tr>
<td>Doctoral Degrees:</td>
<td>3%</td>
</tr>
<tr>
<td>Gender:</td>
<td>95% Female</td>
</tr>
<tr>
<td>Median Age:</td>
<td>41 years</td>
</tr>
</tbody>
</table>

Primary Practice Area of RDNs Working in Dietetics*

The Academy’s most recent survey of members shows that RDNs work in the following:

- Clinical Nutrition (Acute care/Inpatient): 37%
- Clinical Nutrition (Long Term Care): 7%
- Consultation and Business: 9%
- Education and Resource: 6%
- Food & Nutrition Management: 10%
- Community: 10%
- Clinical Nutrition (Ambulatory Care): 15%
- Other: 6%
RDNs are the Recognized Food and Nutrition Experts
RDNs receive extensive training that combines academic preparation with hands-on, practical patient experience. They must complete a minimum of a bachelor’s degree, participate in an accredited practice program involving direct patient interaction, and pass a national registration exam.

The RDN credential is a vital distinction when determining where Americans can get safe and accurate nutrition information.*

RDNs are the most trusted source for types of food eaten and food safety
- Types of food you should be eating*:
  — 76% Of older Americans (those 65+) trust an RDN, compared to 65% of younger adults (less than 35)
- RDNs are both a trusted and common source of health and food decisions
- Groups more likely to trust: Ages 65+

Nutritionists and RDNs are by far the most trusted healthcare professionals (HCPs) on what foods you should eat and the safety of foods/ingredients, besides a primary physician.

RDNs are Influential†
RDNs are everywhere and touch the lives of many. Estimates show that RDNs counsel approximately 1.5 billion contacts with clients/patients per year. RDNs are a major influence in purchasing, recommending and specifying products and services.

*2016 Food and Health Survey, IFIC; †Academy RDN Reach and Influence Survey, 2018.
Editorial Overview

Editorial Direction
The Journal of the Academy of Nutrition and Dietetics (JAND) is the Academy’s professional peer-reviewed publication. Each month, a variety of research, as well as practice and Academy news is published, making it the go-to source for food and nutrition professionals. JAND is unique because it’s targeted to the research professional, the clinical professional, the educator, and the member in private practice, reaching a broad swath of the nation’s experts in every conceivable dietetics arena.

Established 1925
Issuance 12 times per year
Circulation 49,321
Impact Factor 4.151
Website www.jandonline.org

Editor-in-Chief
Linda G. Snetselaar, PhD, RDN, LD, FAND is Editor-in-Chief of the JAND and professor of Epidemiology with the College of Public Health, Endowed Chair in Preventative Nutrition Education, and Secondary Faculty in Endocrinology in the Carver College of Medicine at the University of Iowa. at the University of Iowa.

Societies & Affiliations
Academy of Nutrition and Dietetics

Market
The Academy of Nutrition and Dietetics members and others allied to the field including students and libraries

Practice Applications
Each month JAND features a variety of departments, columns and short articles focused on today’s evolving dietary practice. Features include:

- President’s Page
- Professional Practice

Research
JAND is the leading dietetic journal for publishing original research. Research articles consistently reflect citation and reader interest over the last year, including:

- Food/Nutrient Intake
- Obesity/Overweight
- Nutrigenomics
- Eating Behavior/Beliefs
- Dietary Intake Assessment
- Public Health
- Health Promotion
- Nutrition Status Assessment
- Infant & Child Health

From the Academy
JAND provides Academy members with essential information regarding Academy programs, practice guidelines, and people and events that affect the field of food, nutrition and dietetics.

- Position Papers
- Standards of Practice and Professional Performance
- Evidence Analysis Center Guidelines and Reviews
- New in Review
- Sites in Review
- People and Events
Print and Digital Reach

Print Circulation*

JAND has 44,902 subscribers, 100% paid and over 99% Academy Members. This represents the highest percentage of paid subscribers of any nutrition publication. JAND is also BPA audited, verifying its circulation, a guarantee that few other nutrition publications can claim.

JAND is mailed to more RDNs than any other publication, giving it the highest circulation in the field.

Circulation Comparison

Print Reach

JAND is a trusted source of information for its readers. In

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation (readers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of the Academy of Nutrition and Dietetics</td>
<td>49,321</td>
</tr>
<tr>
<td>Today’s Dietitian</td>
<td>40,000</td>
</tr>
<tr>
<td>Nutrition &amp; Foodservice Edge</td>
<td>13,840</td>
</tr>
</tbody>
</table>

fact, 98% of Academy members say they “read” JAND in one format or another.†

By placing your ad in JAND, you’ll be communicating through a medium that delivers high engagement metrics, which means more eyes spending more time on your message. And primary recipients value the editorial content so much that they regularly pass their copy on to others, providing you expanded reach and making JAND an ideal way to connect with a significant portion of your target market.

- Pass along† readership is .3 readers per copy or 14,796 additional reach
- Circulation + pass-along readership is 64,117 Total Potential Reach

Digital Reach†

<table>
<thead>
<tr>
<th>Metric</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAND Website Monthly Unique Visits</td>
<td>44,902</td>
</tr>
<tr>
<td>JAND eTOC Monthly Recipients</td>
<td>79,486</td>
</tr>
<tr>
<td>Monthly Total</td>
<td>129,349</td>
</tr>
</tbody>
</table>

Combined Print & Digital Reach is 195,552!

*Readex Research, August 2019; †Elsevier Sends, August 2018; ‡Elsevier, May-October 2019 monthly average
Print/Digital Reach*
In today’s evolving media environment, readers rely on both print and digital sources for up-to-date nutritional information. Although 98% of all JAND readers still access their print version, 62% also access JAND online*. JAND supports the changing requirements of readers, incorporating a variety of integrated commercial opportunities to reach both print and online audiences in the most impactful and engaging manner.

Readership by Version
How do you currently access the *Journal of the Academy of Nutrition and Dietetics*?

Subscribers*

<table>
<thead>
<tr>
<th>Access Habit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print version</td>
<td>98%</td>
</tr>
<tr>
<td>Individual journal website</td>
<td>14%</td>
</tr>
<tr>
<td>ScienceDirect</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>1%</td>
</tr>
<tr>
<td>No answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

JAND Access Habits*

- Majority online: 8%
- 50/50: 21%
- Majority print/some online: 30%
- 100% Print: 39%
- 100% Online: 1%
- No answer: 2%

*Readex Research, August 2019
JAND Readership

Please indicate which of the following publications you read.

- Journal of the Academy of Nutrition and Dietetics: 90%
- Food and Nutrition Magazine: 86%
- Today's Dietitian: 58%
- Nutrition Today: 33%
- American Journal of Clinical Nutrition: 26%
- Nutrition and Food Service Edge: 11%

*Readex Research, August 2019
### JAND Trust

Which of the following publications do you trust to provide you with unbiased, evidence-based, accurate information?

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Journal of the Academy of Nutrition and Dietetics</em></td>
<td>92%</td>
</tr>
<tr>
<td><em>Food and Nutrition Magazine</em></td>
<td>54%</td>
</tr>
<tr>
<td><em>American Journal of Clinical Nutrition</em></td>
<td>53%</td>
</tr>
<tr>
<td><em>Today's Dietitian</em></td>
<td>48%</td>
</tr>
<tr>
<td><em>Nutrition Today</em></td>
<td>30%</td>
</tr>
<tr>
<td><em>Nutrition &amp; Foodservice Edge</em></td>
<td>13%</td>
</tr>
<tr>
<td>Indicated none</td>
<td>3%</td>
</tr>
<tr>
<td>No answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Readex Research, August 2019*
Demographics

How many years of experience do you have?

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 years or more</td>
<td>98%</td>
</tr>
<tr>
<td>7 up to 10 years</td>
<td>0%</td>
</tr>
<tr>
<td>5 up to 7 years</td>
<td>0%</td>
</tr>
<tr>
<td>3 up to 5 years</td>
<td>2%</td>
</tr>
<tr>
<td>1 up to 3 years</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Due to the high proportion of respondents answering in the top category, the sample mean and standard error cannot be meaningfully calculated.

*Readex Research, August 2019
Trust in Advertising
Does the fact that the Academy reviews and approves all advertising in the *Journal of the Academy of Nutrition and Dietetics* cause you to place additional trust in the quality and integrity of the advertisers/advertisements?

Product Recommendations
Do you make product recommendations, approve purchases, or influence buying decisions for food and nutritional products within your organization or private practice?

Medical Conditions Treated
*JAND* readers treat patients with the following medical conditions, food allergies or nutritional preferences.

- Diabetes
- Cardiac disorders
- Obesity
- Geriatric
- Nutrition/dietary supplements
- Lactose-free
- Gluten-free
- Dairy-free
- Salt-free
- Cancer
- Vegetarian
- Celiac
- Sugar-free
- Vegan
- Fodmap diet
- Wheat-free
- Infant/pediatric
- Hydration/sports
- Other food allergies

*Readex Research, August 2019*
PRINT ADVERTISING OPPORTUNITIES

Display Advertising

**JAND Advertising**
- Run-of-Book advertising
- Premium positions
- Pre-printed inserts
- Business reply card (material is mailed with JAND issue in a poly-bag)

**Educational Newsletter**
Include information about your products in a newsletter which can run as an insert in JAND or as an outsert, poly-bagged with the JAND.

**JAND Cover Tip**
You can now place your advertisement on the front cover of JAND. Price includes printing.

**Rate**
$15,000 Net

**JAND Outsert**
Use JAND as a distribution vehicle for your promotional material. You can polybag a product brochure, a promotional flier, coupon book, a collection of recipes or whatever will fit within a JAND polybag.

**Rate**
$15,500 Net

*All ads must go through an approval process.*
PRINT ADVERTISING OPPORTUNITIES

Bonus Distribution

Conferences

National Nutrition Month and Registered Dietitian Nutritionist Day
March 11, 2021

JAND* March 2021

American Diabetes Association
June 12–16, 2021 (Chicago, IL)

JAND June 2021

Food and Nutrition Conference & Expo (FNCE® 2021)
October 17–20, 2021 (Indianapolis, IN)

FNCE JAND Abstract Supplement September 2021

FNCE Exhibitors Showcase October 2021

Special Feature

Readex Ad Measurement Study†

JAND August 2021

*All 1/2 page or larger color advertisers receive a free logo on an ad congratulating RDNs.

†An ad measurement study will be conducted in the August issue of JAND by Readex, an independent market research company. The On Target Ad Study asks a sample of JAND readers a series of questions regarding each advertisement. Advertiser scores are tabulated and ranked for easy comparison. This is a free study for 1/2 page and larger advertisers in the November 2021 issue.

All new or revised advertising should be submitted at least 5 days prior to the materials due date to allow time for the Academy review process and/or corrections and additions, if needed.

All conference bonus distribution is subject to change in 2021.

Please Note: Conference distribution subject to change.
Please contact your Sales Representative prior to finalizing your media plan.
PRINT ADVERTISING OPPORTUNITIES

Print Rates

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/6 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$7,550</td>
<td>$6,055</td>
<td>$5,280</td>
<td>$4,385</td>
<td>$2,785</td>
<td>$2,185</td>
</tr>
<tr>
<td>3x</td>
<td>$7,180</td>
<td>$5,720</td>
<td>$5,020</td>
<td>$4,150</td>
<td>$2,650</td>
<td>$2,085</td>
</tr>
<tr>
<td>6x</td>
<td>$6,640</td>
<td>$5,290</td>
<td>$4,645</td>
<td>$3,825</td>
<td>$2,460</td>
<td>$1,925</td>
</tr>
<tr>
<td>12x</td>
<td>$6,235</td>
<td>$4,995</td>
<td>$4,360</td>
<td>$3,630</td>
<td>$2,360</td>
<td>$1,805</td>
</tr>
<tr>
<td>18x</td>
<td>$5,830</td>
<td>$4,650</td>
<td>$4,205</td>
<td>$3,510</td>
<td>$2,260</td>
<td>$1,685</td>
</tr>
<tr>
<td>24x</td>
<td>$5,585</td>
<td>$4,505</td>
<td>$4,065</td>
<td>$3,330</td>
<td>$2,150</td>
<td>$1,595</td>
</tr>
<tr>
<td>36x</td>
<td>$5,410</td>
<td>$4,350</td>
<td>$3,905</td>
<td>$3,175</td>
<td>$1,995</td>
<td>$1,500</td>
</tr>
<tr>
<td>48x</td>
<td>$5,270</td>
<td>$4,230</td>
<td>$3,685</td>
<td>$3,015</td>
<td>$1,875</td>
<td>$1,405</td>
</tr>
</tbody>
</table>

Color Rates

| Standard Color | $1,110 |
| Matched Color  | $1,670 |
| 4 Color        | $2,235 |

Premium Positions

| Cover 4          | 50% B/W page rate |
| Cover 2          | 35% B/W page rate |
| Cover 3          | 25% B/W page rate |
| Opposite TOC     | 25% B/W page rate |
| First right hand page | 25% B/W page rate |
| Other preferred positions | 10% B/W page rate |

Cover Tips

$15,000 Net

Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

Outserts

$15,500 Net

Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

Business Reply Cards

Business reply cards can only be run in conjunction with a full-page advertisement. BRCs are billed at one times the full page B/W earned rate and count as one insertion. Maximum size is 8"x5".

Furnished Inserts

Earned black and white page rates apply. Each insert page counts as one insertion toward earned frequency. Furnished, ready to bind inserts qualify for multiple page discounts. All inserts must be submitted to the publisher for (1) copy review, and (2) production approval.

*All ads must go through an approval process.
## Issue Calendar & Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>121/1</td>
<td>January 2021</td>
<td>11/13/20</td>
<td>11/18/20</td>
<td>11/30/20</td>
</tr>
<tr>
<td>121/2</td>
<td>February 2021</td>
<td>12/15/20</td>
<td>12/18/20</td>
<td>12/30/20</td>
</tr>
<tr>
<td>121/3</td>
<td>March 2021</td>
<td>1/15/21</td>
<td>1/21/21</td>
<td>1/29/21</td>
</tr>
<tr>
<td>121/4</td>
<td>April 2021</td>
<td>2/12/21</td>
<td>2/18/21</td>
<td>2/26/21</td>
</tr>
<tr>
<td>121/5</td>
<td>May 2021</td>
<td>3/22/21</td>
<td>3/25/21</td>
<td>4/2/21</td>
</tr>
<tr>
<td>121/6</td>
<td>June 2021</td>
<td>4/16/21</td>
<td>4/21/21</td>
<td>4/29/21</td>
</tr>
<tr>
<td>121/7</td>
<td>July 2021</td>
<td>5/20/21</td>
<td>5/25/21</td>
<td>6/3/21</td>
</tr>
<tr>
<td>121/8</td>
<td>August 2021</td>
<td>6/17/21</td>
<td>6/22/21</td>
<td>6/30/21</td>
</tr>
<tr>
<td>121/9</td>
<td>September 2021</td>
<td>7/19/21</td>
<td>7/22/21</td>
<td>7/30/21</td>
</tr>
<tr>
<td>121/10</td>
<td>October 2021</td>
<td>8/17/21</td>
<td>8/20/21</td>
<td>8/30/21</td>
</tr>
<tr>
<td>121/11</td>
<td>November 2021</td>
<td>9/20/21</td>
<td>9/23/21</td>
<td>10/1/21</td>
</tr>
<tr>
<td>121/12</td>
<td>December 2021</td>
<td>10/19/21</td>
<td>10/22/21</td>
<td>11/1/21</td>
</tr>
</tbody>
</table>

*Footnote (2 columns)
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific HCPs with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

### Banner Positions

#### Homepage
- Leaderboard: 728 x 90
- Rectangle, bottom: 300 x 250

#### Rest of Site (ROS)
- Leaderboard: 728 x 90
- Rectangle, right*: 300 x 250
- Skyscraper, right*: 160 x 600

### Monthly Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>132,637</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>44,902</td>
</tr>
<tr>
<td>Visits</td>
<td>54,897</td>
</tr>
<tr>
<td>US Ad Impressions</td>
<td>136,723</td>
</tr>
<tr>
<td>Rate</td>
<td>$75 CPM</td>
</tr>
</tbody>
</table>

### Sticky Banners

Leaderboard remains in place during scroll for 8 seconds, and Skyscraper on ROS pages remains in place on right side throughout scroll.

*Based on responsive design.

Table of Contents Email (eTOC) Advertising

**Monthly eTOCs**

Each month, registered subscribers receive the Table of Contents email (eTOC) for JAND providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Metrics*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Opt-in Distribution 79,486</td>
</tr>
<tr>
<td></td>
<td>Average Open Rate 21.70%</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Rate $2,000 Net each</td>
</tr>
<tr>
<td>Rectangle</td>
<td>Frequency Discount</td>
</tr>
<tr>
<td></td>
<td>Buy 3 and get the 4th free</td>
</tr>
</tbody>
</table>

FNCE® Conference & Expo

General Information
The Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®) will be held in New Orleans, Louisiana, from October 16-19, 2021. The conference has continued to expand during the past years—attracting a wider audience of professionals. More than 10,000 food and nutrition professionals will be looking for the latest technological advances and nutrition products.

What you can expect at the Academy Food & Nutrition Conference & Expo™
Each fall, the Academy of Nutrition and Dietetics sponsors the world’s largest meeting of nutrition and dietetics professionals.

FNCE® provides an unmatched resource for gathering the latest information and innovations related to food, nutrition and dietetics — an exclusive, once-a-year opportunity for nutrition and dietetics professionals and the food and nutrition industry to participate in live demonstrations, meet face-to-face and collaborate.

The event continues to expand. Attendees represent a number of employment settings including clinical nutrition, consultation and private practice, education/research, community/public health and more. Build business relationships, increase brand awareness and highlight innovative products and services at the Food & Nutrition Conference & Expo™ (FNCE®).

2020 [to come in November]
In 2019, respondents were from the following areas of employment:

<table>
<thead>
<tr>
<th>Employment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Nutrition</td>
<td>25%</td>
</tr>
<tr>
<td>Consultation and Business Practice</td>
<td>15%</td>
</tr>
<tr>
<td>Education/Research</td>
<td>13%</td>
</tr>
<tr>
<td>Community/Public Health</td>
<td>11%</td>
</tr>
<tr>
<td>Student</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

2020 [to come in November]
- 89% of attendees visited the Expo to learn about new products and services
- 86% of attendees attend the Expo Hall to sample products.
- 53% of FNCE® attendees compare products and services on the Expo floor before recommending them.
- 64% of attendees valued talking face-to-face with food and nutrition experts.

*All targeted solutions are subject to society and Editor approval.*
FNCE® Abstract Supplement

September 2021 issue + FNCE® Booth Distribution
Printed and poly-bagged with the September issue of JAND, the supplement will not only be seen by more than 73,000 Academy members and subscribers but additional copies will be distributed at FNCE®.

Opportunities and Rates:
Single or Exclusive Advertiser
Receive full-page ads on all three cover positions for $20,000.

Category Advertiser
Receive full-page ad on one or four premium positions for $7,500.

Important Due Dates
<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>7/20/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials Due</td>
<td>7/23/20</td>
</tr>
</tbody>
</table>

Rate
Contact your sales representative

Sales Contact
Jessica Sneathen
Email: j.sneathen@elsevier.com
Tel: 267-226-8166

*All targeted solutions are subject to society and Editor approval.
Editorial Supplements

A supplemental publication containing a group of papers on a specific topic, which is then mailed with the publication and also available online.

Rate
Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.
Exclusively 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent JAND editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of the JAND website, and within a multi-wave email campaign to our proprietary list of specialists.

**Sponsorship includes the following:**
- Banner placement on the JAND site’s topic collection. Ads on collection landing pages follow reader to the selected article page.
- Placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience.

**Banner Positions**

<table>
<thead>
<tr>
<th>Banner Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, top</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Banners appear on all topic collection landing pages and on article pages accessed from topic collection landing pages.

**Rate**

Please contact your Sales Representative.

*See following page for current topic collections*

---

*All targeted solutions are subject to society and Editor approval.*
TARGETED MEDIA ADVERTISING OPPORTUNITIES

Topic Collections (continued)

Existing JAND Topic Collections include:

- President’s Page
- USDA Center for Nutrition Policy and Promotion Center
- Scope & Standards for RDNs & NDTRs
- Focus Area Standards for CDR Specialist Credentials
- Focus Area Standards for RDNs
- Academy History
- Autism
- Cancer and Diet
- Childhood Overweight and Obesity
- Cultural Competency and Diversity
- Diabetes
- Dietetics Education
- Dietetics Practice Based Research Network
- Eating Disorders
- Evidence Analysis Library
- Fatty Acids
- Food Supply
- Gastrointestinal Nutrition
- Gastrointestinal Health
- Global Research and Practice
- Malnutrition
- Pediatric Malnutrition
- Adult/Senior Malnutrition
- Special Population Malnutrition
- Menu Labeling and Nutrient Analysis
- Military Nutrition
- Nutritional Genomics
- Nutrition Care Process and Terminology
- Nutrition Informatics
- Plant-based/Vegetarian Diets
- Position and Practice Papers
- Pregnancy
- Question of the Month
- Research Methodology
- School Nutrition
- Sports Nutrition
- Women’s Health

*All targeted solutions are subject to society and Editor approval.
The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multi-media programs and your published work.

Hard Copy Reprints

Customizable Options

Printing
- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities (continued)

Digital Reprints

E-Premier
Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

View a demo

Linkards:
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

Order Reprints Online
Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process
Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8” x 10-1/2”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/2” x 10”</td>
<td>8-1/4” x 10-3/4”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/4” x 10-3/4”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-1/2” x 8-3/4</td>
<td>n/a*</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>6-3/4” x 4-3/8”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 9-1/2”</td>
<td>4-1/4” x 10-3/4”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4-1/2” x 4-3/8”</td>
<td>n/a*</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-3/16” x 8-3/4”</td>
<td>n/a*</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-5/16” x 4-5/8”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2-3/16” x 4-3/8”</td>
<td>n/a*</td>
</tr>
</tbody>
</table>

*Bleed not available; runs within editorial only

Keep live matter 1/4” from all trim edges.

Binding          | Perfect; jogs to head
Printing process  | Web
Halftone screen  | Cover, 150 line screen
                  | Text, 150 line screen

Print Ad Specifications

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

*When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media (continued)

• Files will include trim marks with a minimum 3/16” offset
• Supply as single page files only
• Right Reading, Portrait Mode, 100% size, No rotation.
• No content is to be within 1/4” of all trim edges.
• All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
• All color ads should be supplied as composite files.
• Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
• Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
• DO NOT nest EPS files within EPS files.
• All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
• Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
### Conformance to Specs
Variance from the above specifications may not yield results that conform to Elsevier quality control standards.

### Insert Requirements:

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page</td>
<td>8 1/4&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>4-page</td>
<td>16 1/2&quot; x 10 3/4&quot;, furnish folded to 8 1/4&quot; x 10 3/4&quot;</td>
</tr>
</tbody>
</table>

### Trimming
1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.

### Insert Stock Weight
For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

### Closing Date for Booking Inserts
Same as ad space closing

### Insert Delivery Date
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

### Insert Quality
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

### Insert Packing & Shipping Instructions
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

### Insert Shipment Address
*Journal of the Academy of Nutrition and Dietetics*
Fry Communications
800 West Church Road
Mechanicsburg, PA 17055
Attn: Elsevier Team

### Disposition of Reproduction Material
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

---

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
**Digital Media**

**Journal Website Banner Ads**

**Creative Sizes**

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>728 x 90</th>
</tr>
</thead>
</table>

**Specifications**

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td><strong>Desktop/ Tablet</strong> HTML5, 150kB</td>
</tr>
<tr>
<td></td>
<td><strong>Size</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Rotation</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Animated GIF</strong></td>
</tr>
<tr>
<td>Skyscraper</td>
<td><strong>File Format</strong></td>
</tr>
<tr>
<td><strong>Placement</strong></td>
<td><strong>Required Resolution</strong></td>
</tr>
<tr>
<td>Journal pages. Leaderboard</td>
<td><strong>Rich Media and HTML5</strong></td>
</tr>
<tr>
<td>can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).</td>
<td><strong>Target URL</strong></td>
</tr>
<tr>
<td>Skyscraper</td>
<td><strong>File Format</strong></td>
</tr>
<tr>
<td>Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)</td>
<td><strong>Required Resolution</strong></td>
</tr>
<tr>
<td>Large Rectangle</td>
<td><strong>Rich Media and HTML5</strong></td>
</tr>
<tr>
<td>Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)</td>
<td><strong>Target URL</strong></td>
</tr>
</tbody>
</table>

*Generic list of non-content pages available upon request though will vary by journal*
SPECIFICATIONS

Digital Media (continued)

Rich Media Expanding & HTML In-Page Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Rich Media Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td><strong>Desktop/Tablet</strong></td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>HTML5, 150KB</td>
</tr>
<tr>
<td>728 x 90</td>
<td>Initial Size</td>
</tr>
<tr>
<td></td>
<td>150KB</td>
</tr>
<tr>
<td>Expands ▼ left (maximum size)</td>
<td>Subsequent Size</td>
</tr>
<tr>
<td>728 x 315</td>
<td>2.2 MB</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td><strong>Back-up .gif</strong></td>
</tr>
<tr>
<td>160 x 600</td>
<td>200KB</td>
</tr>
<tr>
<td>Expands ▽ left (maximum size)</td>
<td>Animation</td>
</tr>
<tr>
<td></td>
<td>15 seconds or 3 loops of</td>
</tr>
<tr>
<td></td>
<td>5 seconds</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td><strong>Video</strong></td>
</tr>
<tr>
<td>Expands ▼ right (maximum size)</td>
<td>No</td>
</tr>
<tr>
<td>300 x 250</td>
<td>Max Video File Size</td>
</tr>
<tr>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Expansion Method</td>
</tr>
<tr>
<td></td>
<td>On click</td>
</tr>
<tr>
<td></td>
<td>Hotspot requirements</td>
</tr>
<tr>
<td></td>
<td>Not to exceed 1/4 size of</td>
</tr>
<tr>
<td></td>
<td>original ad</td>
</tr>
<tr>
<td></td>
<td>Close Button Requirements</td>
</tr>
<tr>
<td></td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
## Digital Media (continued)

### Table of Contents (TOC) Email Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### Email Specifications

<table>
<thead>
<tr>
<th>Email Specifications</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>
# Contacts

## Integrated Advertising

**Jessica Sneathen**
Elsevier  
230 Park Avenue  
New York, NY 10169  

<table>
<thead>
<tr>
<th>Tel:</th>
<th>267-226-8166</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
<td>212-633-3846</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:j.sneathen@elsevier.com">j.sneathen@elsevier.com</a></td>
</tr>
</tbody>
</table>

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

## Recruitment & Classified Advertising

**Alexis Graber**
Elsevier  
230 Park Avenue  
New York, NY 10169  

<table>
<thead>
<tr>
<th>Tel:</th>
<th>201-466-3846</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
<td>212-633-3846</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:a.graber@elsevier.com">a.graber@elsevier.com</a></td>
</tr>
</tbody>
</table>

## Contracts, Insertion Orders & Production Materials

**Le-Andrea Sylvester**
Elsevier  
230 Park Avenue  
New York, NY 10169  

<table>
<thead>
<tr>
<th>Tel:</th>
<th>212-633-3649</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
<td>212-633-3846</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:le.sylvester@elsevier.com">le.sylvester@elsevier.com</a></td>
</tr>
</tbody>
</table>

Send new print ad files and submit pickup ads to [www.ads4els.com](http://www.ads4els.com)

## Recruitment & Classified Production

**Jaichand Ramsaroop**
Elsevier  
230 Park Avenue  
New York, NY 10169  

<table>
<thead>
<tr>
<th>Tel:</th>
<th>212-633-3690</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
<td>212-633-3846</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:j.ramsaroop@elsevier.com">j.ramsaroop@elsevier.com</a></td>
</tr>
</tbody>
</table>
Advertising Guidelines and Information

Earned rates are based on the total number of insertions used within a 12-month period. A spread counts as two insertions. Ad units run in the Journal during any 12-month period may be applied to the advertiser’s earned frequency. Advertisements are interspersed throughout editorial matter at the front and back of the issue. No advertisements may appear in the research editorial well.

Bound Insert Specifications and Deadlines
Contact your sales representative.

Policies

Commission
15% of gross billing is allowed to recognized agencies on space, color, covers, special positions and inserts provided the account is paid within 60 days of the invoice date. No cash discounts.

Contract Regulations
Contract space must be used completely within one year of the first insertion. Frequency rates apply for space used within a 12-month period. Spreads count as two single pages and may be used toward earned frequency rates. Each insert page counts as one insertion and may be used toward earned frequency rates. Written insertion orders are required for each ad and must be received by the closing date. Cancellations must be received in writing prior to the closing date.

When a full schedule is not run, the advertiser will be short-rated to the rate earned. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate than that at which they have been billed.

When new rates are announced, advertisers will be protected at their contract rates for ninety days after the effective date of the new rates.

Publisher’s Liability and Indemnity
The publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue containing an advertisement accepted by the publisher if the failure is caused by acts of God, strikes, accidents or other circumstances beyond the publisher’s control. In consideration of the publication of an advertisement, the advertiser and its agency jointly and severally agree to hold harmless and indemnify the Academy of Nutrition and Dietetics, its officers, directors, members, agents, and employees from and against all liability, including attorney’s fees, arising from the content of advertisements including, but not limited to, text, representation and illustrations.

The publisher reserves the right to reject any advertisement at any time.

Copy Approval Policies
1. The Academy reserves the right to review all proposed advertising copy and to refuse to accept any copy that does not conform to the Academy policy or its philosophy.
2. Statements in advertising copy should be ethical and carry no direct or implied disparagement of another product. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
3. Advertisements shall comply with the laws and regulations of the United States and the State of Illinois.
4. Acceptance of advertising does not represent an Academy endorsement of the advertiser, product or service.
5. The Academy shall take reasonable steps to ensure that the acceptance and placement of advertising does not undermine Academy’s reputation for scientific and editorial integrity.
6. All new or revised advertising should be submitted at least 5 days prior to the materials due date. This will allow
time for the Academy review process and/or corrections and additions, if needed.

Procedures

1. Advertising copy will be reviewed for acceptance by the Academy’s Nutrition Information Services and the JAND editorial staff, which may call upon other staff or member resources as deemed appropriate.
   a. Nutrition Information Services and the JAND editorial staff review proposed advertising copy, graphics and layout to make sure that it conforms to Academy’s advertising policy and to any editorial guidelines and policies specific to the particular publication, medium or piece of communication in which the ad would appear.
   b. As appropriate and necessary, other staff areas that may have special knowledge of relevant issues with regard to the proposed advertisement are consulted. If there are significant differences of opinion with regard to the ad’s acceptability, the matter will be brought before the staff Executive Team and the CEO for resolution.
   c. Nutrition Information Services and the JAND editorial staff may reject the advertisement, may require changes to the ad before approving it or may approve it as it is.
   d. For each ad that is approved, the advertiser will be informed of any limitations on the ad placement within the medium where it will appear. Advertising may not be placed where the juxtaposition of advertising and editorial material may give the impression that the Academy’s positions on professional or scientific matters has been developed in conjunction with the advertiser.

2. Statements of properties, performance, nutrient values, beneficial results, or other product claims should be such that they can be verified by adequate peer-reviewed, scientific data available in the literature or submitted from a reputable laboratory.

3. Nutrient and health claims should be consistent with Federal regulations governing food labeling and advertising.

4. If the advertiser elects to include the nutritional value of a product, it should be stated per serving or per day as actual nutritional content, percent DRI (Daily Reference Intake) or percent daily value.

5. Advertisements for special nutritional products and modified foods must include a list of ingredients and the quantitative nutritional analysis of the product or must offer to supply this information on request.

6. Layout, artwork and format shall be such as to avoid possible confusion with editorial content. The word “advertisement” may be required at the discretion of the Academy of Nutrition and Dietetics.

7. To be consistent with general Academy style, the spelling with a “t” (“dietitian”) should be used in all advertising copy rather than the “c” spelling (“dietician”).

8. An advertiser may not misrepresent the advertising relationship with the Academy as an endorsement by the Academy. Advertisers may not use their collateral marketing materials to publicize that their advertisements have appeared in an Academy publication or on the Academy website.

9. Surveys must be pre-approved; results shared with the Academy; and results may not be used in advertising, press releases or external communications, results are for internal use only.

10. DPGs shall follow the Academy advertising procedures.

11. An advertisement on the Academy website or scan codes (eg, QR codes) within an ad may contain one or more
Advertising Guidelines and Information (continued)

embedded direct links to pages on the advertiser’s website or product information. The Academy reserves the right to review and approve this information.

12. The Academy logo may not appear on an advertiser’s website without prior written approval from the Academy. However, advertisers may use links to send their website users to the Academy website for information.

Special Procedures for JAND
1. Advertising that relates to articles in a particular issue of the JAND should not be placed in proximity to those articles, either in the body of the JAND or next to the article summary in the Table of Contents or in any other way that would suggest preferential editorial treatment or allow readers to infer a connection between the advertising and a particular article.

2. The JAND editorial staff is responsible for undertaking a final review of each issue’s advertising layout to ensure that the above provision is not violated.