



# Journal of the Academy of Nutrition and Dietetics



ELSEVIER



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# Table of Contents



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# By the Numbers



Print Circulation

42,607

Average Monthly Visits\*

45,219

Average Monthly Pageviews\*

101,259

Average Monthly Unique Visitors\*

35,312

Opt-in Email Subscribers†

76,070

\*Adobe Analytics, averages of Jan-Jun, 2021

†Amazon SES, averages of Jan-Jun, 2021





# The Academy of Nutrition and Dietetics



## 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.*



# The Academy of Nutrition and Dietetics (continued)

## What are Registered Dietitian Nutritionists?

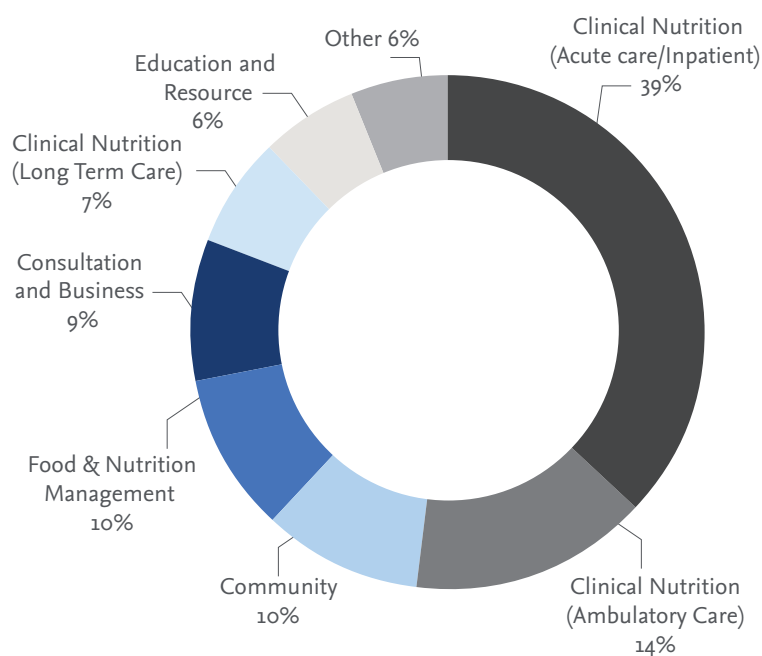
Registered dietitian nutritionists (RDNs) are the recognized food and nutrition experts who translate the science of nutrition into solutions for healthy living. The expertise, training and credentials of RDNs are vital for promoting optimal nutrition among the public.

## Demographics of Registered Dietitian Nutritionists\*

Master's Degrees:	52%
Doctoral Degrees:	4%
Gender:	92% Female
Median Age:	41 years

## Primary Practice Area of RDNs Working in Dietetics\*

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



\*Compensation and Benefits Survey of the Dietetics Profession, 2021

# The Academy of Nutrition and Dietetics (continued)

## 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 health-care 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.

- 76% of respondents confirmed that they “speak with groups about nutrition or food choices.”

- 70% of RDNs find that recipes are helpful to share with clients.
- 63% of RDNs speak to groups/classes about nutrition or food choices.
- 70% of clients frequently ask about products and services.
- 60% of RDNs if provided with coupons “would regularly hand them out”.



## National Nutrition Month® 2022

National Nutrition Month® is an annual nutrition education and information campaign created by the Academy of Nutrition and Dietetics. The National Nutrition Month® 2020 theme—*Eat Right, Bite by Bite*—supports the philosophy that every little bit (or bite!) of nutrition is a step in the right direction. Small goals/changes can have a cumulative healthful effect. Nutrition doesn't have to be overwhelming.

Registered Dietitian Nutritionist Day will be celebrated on Wednesday, March 11. This special day will recognize the unique contributions of RDNs as the food and nutrition experts.



\*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	42,607
Impact Factor	4.91
Website	<a href="http://www.jandonline.org">www.jandonline.org</a>
App	<a href="#">iTunes</a> <a href="#">Android</a>

## 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.



## 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
- Women's Health
- Epidemiology
- Dietary Guidelines
- Dietetic Education
- Medical Nutrition Therapy
- Behavior Modification
- Food Service Management
- Practice Research

## 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 42,607 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

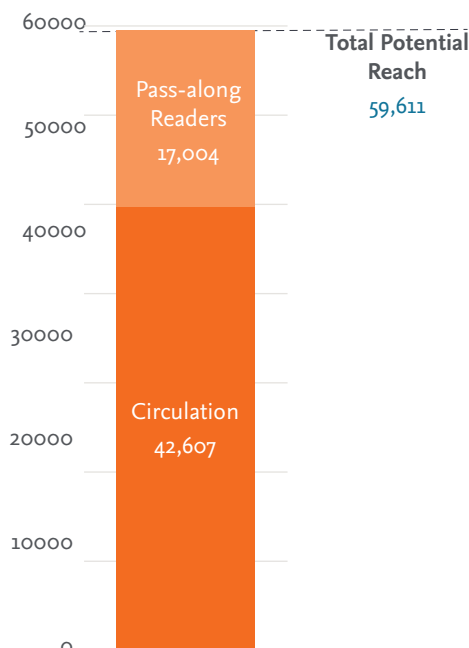
### Print Reach



JAND is a trusted source of information for its readers. In 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 .4 readers per copy or 17,004 additional reach
- Circulation + pass-along readership is 59,611 Total Potential Reach



## Digital Reach‡

JAND Website Monthly Unique Visits	35,312
JAND eTOC Monthly Recipients	76,070
<b>Monthly Total</b>	<b>111,382</b>

*Combined Print & Digital Reach is **170,993!***



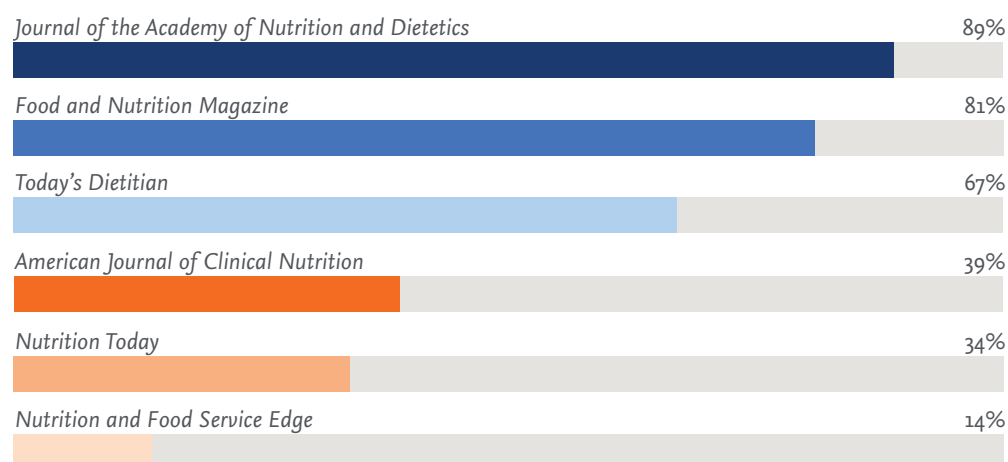
\*Adobe Analytics, averages of Jan-Jun, 2021

†Amazon SES, averages of Jan-Jun, 2021

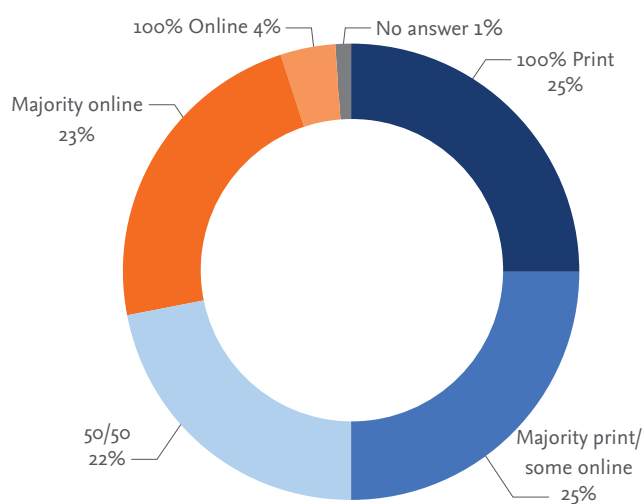
# Print/Online Readership

## JAND Readership

Please indicate which of the following publications you read.



## JAND Access Habits\*



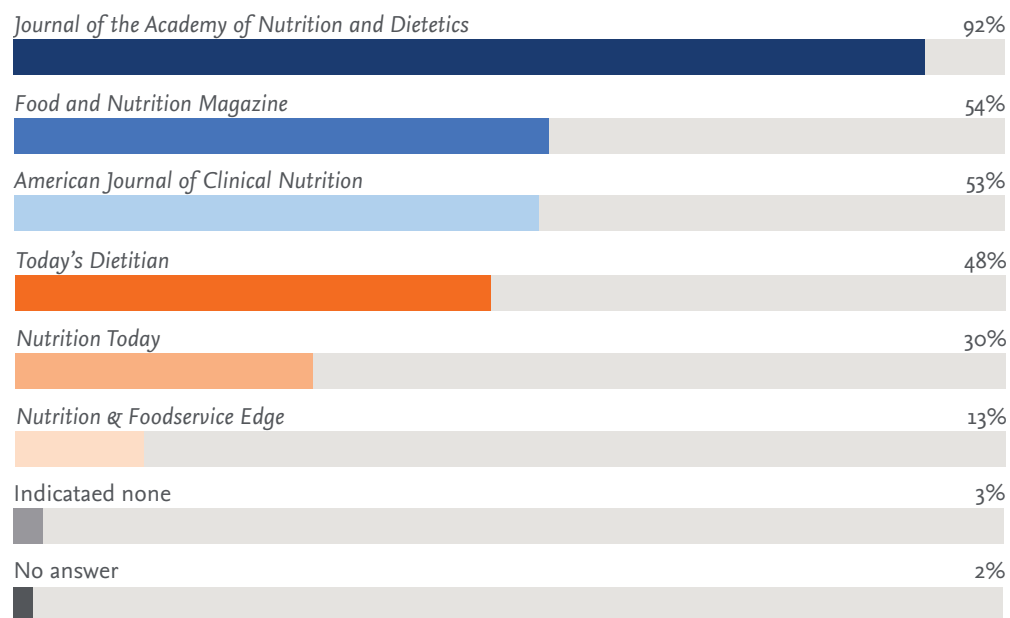
\*Readex Research, October 2021

# JAND Value & Trust



## JAND Trust

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

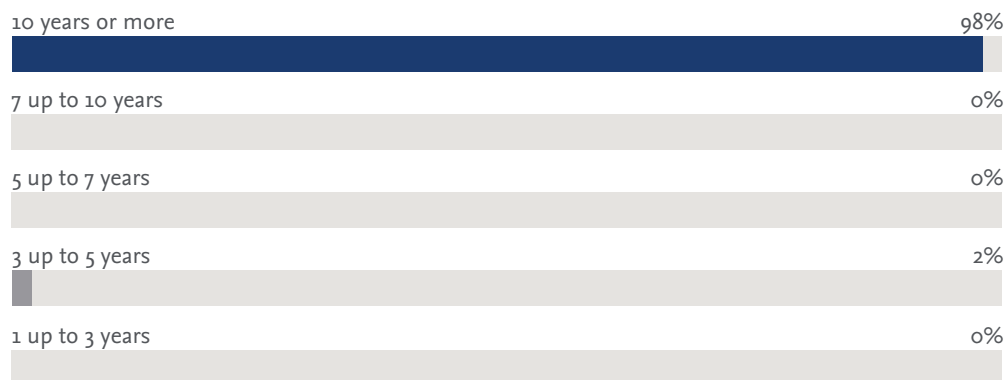


\*Readex Research, August 2019

# Demographics

## Demographics

How many years of experience do you have?



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

# Demographics (continued)

## 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?

**64%\*** of those surveyed trust the quality and integrity of advertisements in the journal

## Product Recommendations

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

**51%\*** of those surveyed make product recommendations for their organization/practice.

## Medical Conditions Treated

JAND readers treat patients with the following medical conditions, food allergies or nutritonal preferences.

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



\*Readex Research, October 2021

# Print Advertising Opportunities



## 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 Insert/Outsert

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

\$16,200 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

\$16,700 Net



\*All ads must go through an approval process.

# Meeting Issues



## Conferences

### National Nutrition Month and Registered Dietitian Nutritionist Day

March 11, 2022

JAND\*

March 2022

### Food and Nutrition Conference & Expo (FNCE® 2022)

October 8–11, 2022 (Orlando, FL)

FNCE JAND Abstract Supplement

October 2022

FNCE Exhibitors Showcase

October 2022

### American Diabetes Association

June 3–7, 2020 (Chicago, IL)

JAND

May 2022

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.



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

# Print Rates

## Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	\$7,930	\$6,360	\$5,545	\$4,605	\$2,925	\$2,295
3x	\$7,540	\$6,005	\$5,270	\$4,360	\$2,785	\$2,190
6x	\$6,970	\$5,555	\$4,875	\$4,015	\$2,585	\$2,020
12x	\$6,545	\$5,245	\$4,580	\$3,810	\$2,480	\$1,895
18x	\$6,120	\$4,885	\$4,415	\$3,685	\$2,375	\$1,770
24x	\$5,865	\$4,730	\$4,270	\$3,495	\$2,260	\$1,675
36x	\$5,680	\$4,570	\$4,100	\$3,335	\$2,095	\$1,575
48x	\$5,535	\$4,440	\$3,870	\$3,165	\$1,970	\$1,475

## 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

\$16,200 Net

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

### Outserts

\$16,700 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



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
122/1	January 2022	11/12/21	11/17/21	11/29/21
122/2	February 2022	12/15/21	12/20/21	12/29/21
122/3	March 2022	01/18/22	01/21/22	01/31/22
122/4	April 2022	02/14/22	02/17/22	02/28/22
122/5	May 2022	03/21/22	03/24/22	04/01/22
122/6	June 2022	04/18/22	04/21/22	04/29/22
122/7	July 2022	05/16/22	05/19/22	05/27/22
122/8	August 2022	06/15/22	06/20/22	06/28/22
122/9S	September 2022	07/18/22	07/21/22	07/29/22
122/10	October 2022	08/16/22	08/19/22	08/29/22
122/11	November 2022	09/19/22	09/22/22	09/30/22
122/12	December 2022	10/18/22	10/21/22	10/31/22



# JAND Website Banner Advertising (ROS)



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

Leaderboard (desktop & tablet), top	728 x 90
Leaderboard (mobile), top	320x50
Medium Rectangle, right*	300 x 250
Skyscraper, right*	160 x 600

## Sticky Banners

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

## Monthly Metrics†

[www.jandonline.org](http://www.jandonline.org)

Pageviews	101,259
Unique Visitors	35,312
Visits	45,219

## Rate

\$110 CPM



\*Based on responsive design.

†Adobe Analytics, averages of Jan-Jun, 2021

# JAND Website Banner Advertising (Prestitial)



## Prestitial Advertising

- Ad displays at page load Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

### Banner Positions

Medium Rectangle, right*	300 x 250
Large Rectangle*	480 x 640

### Monthly Metrics†

<a href="http://www.jandonline.org">www.jandonline.org</a>	
US Banner Impressions	7,974 average/month

### Rate

\$2,000 CPM



\*Based on responsive design.

†Adobe Analytics, averages of Jan-Jun, 2021

# 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.

### Banner Positions

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

### Metrics\*

Opt-in Distribution	76,070
Average Open Rate	13.3%

### Rate

\$2,150 Net each

### Frequency Discount

Buy 3 and get the 4th free



\*Amazon SES, averages of Jan-Jun, 2021

# Article-In-Press Email Alerts



## Monthly eTOCs

Each month, JAND sends out an average of 7 article-in-press alerts to a separate list of opt-in subscribers.

Banner Positions (2 available)		Metrics*	
Leaderboard	728 x 90	Opt-in Distribution	3,700
		Average Open Rate	21%
+ Select one of these other two sizes:			
Skyscraper	160 x 600	Rate	\$3,000/month 100% SOV
Rectangle	300 x 250		



\*Amazon SES, averages of Jan-Jun, 2021

# Food & Nutrition Conference & Expo™ (FNCE®)

 Academy of Nutrition and Dietetics

## FNCE® 2021

Food & Nutrition Conference & Expo™

Virtual Event | October 16-19

### FNCE® Conference & Expo

#### General Information

This year's virtual Food & Nutrition Conference & Expo™ will feature dynamic educational opportunities not available elsewhere. In addition, attendees will be able to learn about products and services from exhibiting companies showcasing the latest and greatest trends and offerings in food, nutrition and health.

#### 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

In 2019, respondents were from the following areas of employment :

Clinical Nutrition	25%
Consultation and Private Practice	15%
Education/Research	12%
Student/Intern	9%
Other (non-profit)	8%
Community/Public Health	7%
Foodservice	5%
Other (for-profit)	3%
Food Manufacturer/Distributor	1%
Other	15%

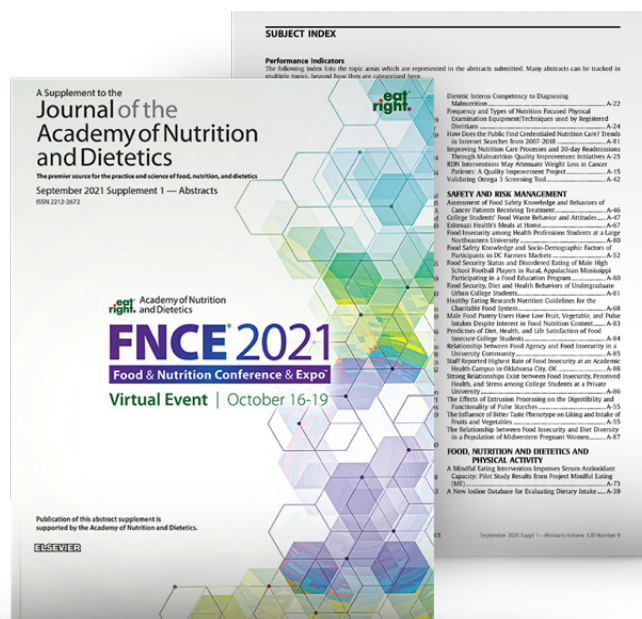
#### 2020

- 84% of attendees visited the Expo Hall to learn about new products and services
- 64% of attendees look to the exhibitors for educational material for their clients.
- 63% of the attendees are interested in research
- 63% of the attendees like receiving samples
- 56% of the attendees compare products and services before recommending them to their clients

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



# FNCE® Abstract Supplement



## 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

Space Reservation	7/18/21
Materials Due	7/21/21

### Rate

Contact your sales representative

### Sales Contact

Jessica Sneathen

Email: [j.sneathen@elsevier.com](mailto:j.sneathen@elsevier.com)

Tel: 267-226-8166



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



# Editorial Supplements



## 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.



# Topic Collections



## Exclusive 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

Leaderboard, top	728 x 90
Rectangle	300 x 250

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.

# Topic Collections (continued)



## Existing JAND Topic Collections include:

- Scope & Standards for RDNs & NDTRs
- Focus Area Standards for CDR Specialist Credentials
- Focus Area Standards for RDNs
- Childhood Overweight and Obesity
- Cultural Competency and Diversity
- Diabetes
- Eating Disorders
- Gastrointestinal Health
- Malnutrition
- Pediatric Malnutrition
- Adult/Senior Malnutrition
- Special Population Malnutrition
- Nutritional Genomics
- Nutrition Care Process and Terminology
- Plant-based/Vegetarian Diets
- Position Papers
- Research Methodology
- Sports Nutrition



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

# Reprint Capabilities



## 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 multimedia 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



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# 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](http://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



# Print Media

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8" x 10-1/2"	—
Full Page	7-1/2" x 10"	8-1/4" x 10-3/4"
Spread	15" x 10"	16-1/4" x 10-3/4"
2/3 Page	4-1/2" x 8-3/4"	n/a*
1/2 Horizontal	6-3/4" x 4-3/8"	n/a
1/2 Vertical	3-1/2" x 9-1/2"	4-1/4" x 10-3/4"
1/3 Square	4-1/2" x 4-3/8"	n/a*
1/3 Vertical	2-3/16" x 8-3/4"	n/a*
1/4 Page	3-5/16" x 4-5/8"	n/a
1/6 Page	2-3/16" x 4-3/8"	n/a*

\*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 that are not converted to*

*process 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.

# 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](http://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](http://www.ads4els.com)

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



# Print Media (continued)

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

## Insert Requirements:

2-page insert	8 1/4" x 10 3/4"
4-page insert	16 1/2" x 10 3/4", furnish folded to 8 1/4" x 10 3/4"
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.



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





## Journal Website Banner Ads

### Creative Sizes

**Leaderboard** 728 x 90

Placement: Journal pages. Leaderboard 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).

**Skyscraper** 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles\*)

**Large Rectangle** 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

### Specifications

Desktop/Tablet	HTML5, 150kB
Mobile (mWeb or In-App)	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



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



# Digital Media (continued)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	728 x 90
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	160 x 600
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	300 x 250
Expands ▶ right (maximum size)	600 x 250

### Additional Notes:

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

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Mobile (mWeb or In-App)	HTML5, 40KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



<sup>†</sup>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

### Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

### Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No



# Contacts



## Integrated Advertising

### Jessica Sneathen

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 267-226-8166

Fax: 212-633-3846

Email: [j.sneathen@elsevier.com](mailto:j.sneathen@elsevier.com)

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

## Contracts, Insertion Orders & Production Materials

### Le-Andrea Sylvester

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3649

Fax: 212-633-3846

Email: [le.sylvester@elsevier.com](mailto:le.sylvester@elsevier.com)

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

## Recruitment & Classified Advertising

### Adam Moorad

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3122

Fax: 212-633-3846

Email: [a.moorad@elsevier.com](mailto:a.moorad@elsevier.com)

## Recruitment & Classified Production

### Jaichand Ramsaroop

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3690

Fax: 212-633-3846

Email: [j.ramsaroop@elsevier.com](mailto:j.ramsaroop@elsevier.com)



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# 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



# Advertising Guidelines and Information (continued)

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.