

Reach over 700 nutrition professionals across Kansas!

Would you like your product to be introduced to potential buyers in a wide variety of markets such as school and university food service, long-term care, assisted living and acute care facilities, wellness programs, senior citizens centers, and child care programs?

Kansas Dietetic Association is now accepting advertising for their semi-annual newsletter! For issues published in November and May, the deadline for ads is October 1st and April 1st, respectively.

The KDA board establishes prices for paid advertising annually. The schedule will be listed in each issue of the KDA newsletter. Our current rates are:

	One issue	Two issues
Quarter page	\$ 100	\$ 175
One-half page	\$ 150	\$ 275
Full page	\$ 350	\$ 600
Business card ad	\$ 20	\$ 20
Inserts - one sided	\$ 350	\$ 700
Inserts - two sided	\$ 700	\$1200
Classified ad up to 30 words	\$ 10	
Each 10 word block after	\$ 5	
KDA Member discount	10%	

- Listing of job openings is considered classified advertising. (If you would like to post a job opening on our web site go to www.dietetics.com/kda)
- Submit black and white camera-ready copy with the appropriate payment for approval prior to the schedule deadlines. Color copy is accepted for use on the web site version of the newsletter, but all printed newsletters are done in black and white only.
- The copy will be reviewed using guidelines established by the Kansas Dietetic Association. For a copy of these guidelines see the contact information listed below. If the ad is rejected, the copy and check will be returned to the advertiser.
- Inserts are charged at the same rate as a full-page ad. One side of the page constitutes one full-page ad, two-sided copy will be charged at the rate of two full pages. All advertising guidelines apply to inserts.
- Educational events sponsored by affiliates of ADA will be published at no charge; all other announcements will be treated as advertisement.
- Each advertiser will receive a complimentary copy of the newsletter.
- Contact Diana Floyd, Executive Director, if you are interested in reaching our members via our web site or for questions at kda_exec@dietetics.com, phone 785-258-3337.

KDA Communicator Newsletter Advertisement Agreement

Choose Communicator Issue(s) Ad is to appear:

November, 2007 May 2008
 November, 2008 May 2009

Circle size of ad desired and price:	One issue	Two issues
Quarter page	\$ 100	\$ 175
One-half page	\$ 150	\$ 275
Full page	\$ 350	\$ 600
Business card ad	\$ 20	\$ 20
Inserts - one sided	\$ 350	\$ 700
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Classified ad up to 30 words	\$ 10	
each 10 block after	\$ 5	

Exact Wording of Classified Ad: _____

Black and White Camera-ready copy attached? _____

Contact information:

Name _____

Company _____

Address _____

Phone _____ Fax _____ Email _____