

California Dietetic Association Advertising Rates

Ad Opportunities:

[Bulletin Newsletter](#) | [Website Classified Ads](#) | [E-mail Newsletter](#)

Bulletin Newsletters: Summer, Fall, Spring Editions

- Mailed three times per year to the membership (approximately 6,000)
- All editions available online to the membership
- Contact: bridget@dietitian.org for submission

(one side / pre-paid)	One time	3 times
Full Page Insert (8.5" x 11")*	\$2500.00	\$6400.00
Full Page Ad (9.25" x 6.5")	\$1900.00	\$4800.00
½ Page Ad (4.625" x 6.25")	\$1350.00	\$3440.00
1/3 Page Ad (3.33" x 6.25")	\$900.00	\$2300.00
¼ Page Ad (4.625" x 3.125")	\$700.00	\$1800.00
1/6 Page Ad (3.3"x3. 5) & (4.625"x2")	\$475.00	\$1200.00
1/8 Page Ad (2.5" x 3. 5")	\$325.00	\$ 800.00
Business Card (2" x 3.5")	\$235.00	\$ 600.00
50-Word Classified	\$100.00	\$ 250.00

*The flyer would be 4/4 color 8.5 x 11 with a 1/8 bleed all around. Press ready pdf with the fonts embedded. 100lb gloss book stock.

Website Advertising: Banner and Classified Ads

Banner Ads

- 350x60 = \$325 / 4-weeks (same graphic, no changes) rotating (max: 4 ads from all advertisers)
- 350x60 = \$575 / 8-weeks (same graphic, no changes) rotating (max: 4 ads from all advertisers)
- Add another graphic:
 - 350x60 additional graphic / 4-weeks = \$150
 - 350x60 additional graphic / 8-weeks = \$250

Note: Additional graphics must be provided at time of contract. Graphics added after placement of first graphic will be considered a separate ad.

- Contact: anita@graphicawakening.com for submission.

Classified Ads - Text Only

- \$100 for an 8-week listing
 - Review the ad guidelines prior to submission:
<http://mycda.org/Ad-manager>
 - Submit ad through automated online system.
-

California Dietetic Association Advertising Rates

E-mail Newsletter

- E-mailed to the membership with E-mail addresses: >75% membership reached using E-mail (average 6,000 members)
- E-mailed four to eight times per year
- Available on the Website for those unable to view graphics through their E-mail (www.dietitian.org)
- Image must be .jpg or .gif format, maximum of 2 megabytes in size
- Contact: bridget@dietitian.org for submission

(pre-paid)	One Time	2 Times
Special E-News+	\$1250	\$1875
Special Survey E-News+	\$225*	\$350*
3 ½ " x 3 ½ "with verbiage, logo and link	\$225	\$350
50-Word Classified verbiage/link	\$75	\$125

+Advanced Approval required

*Depending on the request (length of survey, member vs non-member fee): PLUS \$0.25 to \$1.00 per email address (average 5000 email addresses)
Email address fee charged per release

NOTE: All advertising must be pre-approved prior to acceptance for publishing.

-----END-----