



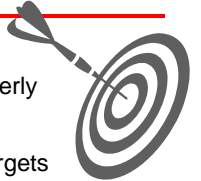
3085 Stevenson Drive, Ste. 200  
Springfield, IL 62703

# ILLINOIS NEWSGRAM

Official Publication of the Illinois School Nutrition Association

## 2011 - 2012 Advertising Rates

Aiming for your target market? Let the Illinois School Nutrition Association help you **hit your target** every time with their quarterly *NEWSGRAM*.



ILSNA's *NEWSGRAM* is a select publication that specifically targets Illinois school food service personnel. Presented quarterly, this publication contains articles, photographs and advertisements emphasizing school food service, health, industry trends, nutrition, professional development, safety and sanitation, and technology.



With a circulation reaching everyone from district directors, managers, supervisors, and cafeteria employees, the *NEWSGRAM* is in the hands of those who are directly responsible for the purchasing decisions in their school district.

During the 2007 - 2008 school year, **over 150 million students** in Illinois participated in school breakfast, lunch and summer feeding programs.

Reaching a target population that feeds these students daily is one of the most cost-effective means of advertising. Advertising in the *NEWSGRAM* is open to all

Corporate Sustaining Members and Corporate Partnership Program Members. Corporate Partnership Program Members will receive an additional discount on



all ads placed. **Items of interest this year . . . (1)** Corporate Sustaining Members may submit **informational articles** for the *NEWSGRAM*. Articles will not serve as a means of advertisement for the respective company. This is an opportunity to enlighten and enrich our readers on a specific topic. All articles are subject to the publisher's approval. The publisher reserves the right to reject articles that do not meet the publication standards or deadlines. **(2)**

Corporate Partnership Program Members may request a **color ad on the inside and outside covers** of the *NEWSGRAM*. Only two such spots are available and will be given to the first two paid ads received. Additional full page color ads are also available.



**Order your ad today!**

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## Advertising Rate Information General

- ◆ Newsgram will be available **electronically two times per year: Summer and Winter, printed copies will be distributed two times per year: Fall and Spring.**
- ◆ Newsletters are circulated to all members and industry partners of the Illinois School Nutrition Association, representing thousands of students in Illinois. Newsletters are also available at all Association seminars and workshops.
- ◆ The format provides an excellent print medium for the Association's communications program and also a superior medium for Industry to reach the Illinois School Food Service Market.

### Ad Specifications

Advertising materials will only be accepted in **Black and White medium** as PDF, EPS, JPG or TIF files and may be sent via email. **Only Inside Cover materials will be accepted in color.** Publisher accepts no responsibility for errors resulting from materials not supplied to the specifications mentioned above.

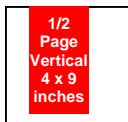
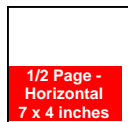
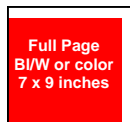
### Space Unit

Full Page.....	7" wide x 9" tall
Full Page - Inside/Back Cover - .....	7" wide x 9" tall
1/2 Page - Horizontal.....	7" wide x 4" tall
1/2 Page - Vertical.....	4" wide x 9" tall

### Ad Space Rates

Advertisers must be ILSNA CSM or CPP Members.

Ad Size	Corporate Sustaining Member	Corporate Partnership Program Member
Full Page/black & white	\$500 per issue	\$275 per issue
Full Page/Color	Not available	\$400 per issue
Full Page - Inside Cover	Not available	\$450 per issue
Full Page - Back Cover		
1/2 Page - Horizontal	\$300 per issue	\$175 per issue
1/2 Page - Vertical	\$300 per issue	\$175 per issue



Contract for all four issues of the NEWSGRAM and Receive a **10% discount**. This offer is **ONLY valid through September 9, 2011**.

If you would like to advertise in the **Newsgram** but are not a current CSM or CPP please contact the ILSNA office at 217-529-6578 to inquire on membership opportunities.

### Deadlines

Issue	Order Deadline	Artwork Deadline
<b>SUMMER</b> - October 2011	September 9, 2011	September 16, 2011
<b>FALL</b> - December 2011	October 21, 2011	October 28, 2011
<b>WINTER</b> - March 2012	February 10, 2012	February 17, 2012
<b>SPRING</b> - May 2012	April 6, 2012	April 13, 2012

### Request for Advertising

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Please indicate the number of ads you are requesting for each edition.

10% Discount for All 4 Issues	Full Page COLOR				Inside Front/Back Cover Color		1/2 Page - Horizontal		1/2 Page - Vertical		Total Due Less Discount if Applicable
	B/W		COLOR		CSM	CPP	CSM	CPP	CSM	CPP	
	\$500	\$275	N/A	\$400	N/A	\$450	\$300	\$175	\$300	\$175	
<b>Summer</b>			N/A		N/A						
<b>Fall</b>			N/A		N/A						
<b>Winter</b>			N/A		N/A						
<b>Spring</b>			N/A		N/A						

### Payment Information

Mail form and payment to Illinois School Nutrition Association,  
3085 Stevenson Drive, Ste. 200, Springfield, IL 62703  
Question, please contact the ILSNA office at (217) 529-6578.  
**E-mail artwork to: info@ILSNA.net**

- Check # \_\_\_\_\_ enclosed, amount \$ \_\_\_\_\_
- CC Charge - I, \_\_\_\_\_, hereby authorize ILSNA to charge my credit card for the amount of \$ \_\_\_\_\_.



**Credit Card Information** Card Type (Circle One):

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV2# \_\_\_\_\_  
Name (On Card): \_\_\_\_\_ Last 3 digits on back of cc

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_