



American Society for Nutrition  
*Excellence in Nutrition Research and Practice*

## ADVERTISING WITH THE AMERICAN SOCIETY FOR NUTRITION

WORKING TOGETHER TO CREATE  
A HEALTHIER WORLD THROUGH  
EVIDENCE BASED NUTRITION.

*All advertisements placed on the American Society for Nutrition's (ASN's) digital or physical properties or within ASN's communications channels are subject to review and final approval by ASN. Visit [nutrition.org/advertising](https://nutrition.org/advertising) for more information on guidelines and policies.*

*Additional questions? Contact [301-250-5958](tel:301-250-5958) or [gcourtney@nutrition.org](mailto:gcourtney@nutrition.org).*

# ADVERTISING OPPORTUNITIES

*page* **3 DIGITAL AD ON NUTRITION.ORG**

Advertise on ASN's homepage or other highly visited pages.

*page* **4 DIGITAL AD ON ASN BLOG POST**

Advertise on ASN's blog, the gateway to nutrition.org, featuring the latest research from our academic journals and Society related news.

*page* **4 EVENT CALENDAR LISTING**

Promote your upcoming event, up to one year in advance of event.

*page* **5 GRADUATE PROGRAM DIRECTORY**

Reserved for graduate programs only, make your program stand out to potential students and faculty.

*page* **5 AD RETARGETING FROM NUTRITION.ORG**

Reach ASN's audience after they've left nutrition.org and redirect them to your site.

*page* **6 ASN MEMBER eNEWSLETTER, NUTRITION NOTES**

Advertise in our monthly eNewsletter, which reaches over 8,000 ASN members and is ASN's primary communication for informing members about the Society and developments in the field of nutrition.

*page* **6 SPONSORED MEMBER eBLAST**

Advertise with a focused eBlast to a select audience within our network.

*page* **7 ASN MEMBER DASHBOARD**

Advertise on the ASN member dashboard where over 8,000 ASN members log in to their member dashboard to get access to benefits and renew their membership.

*page* **8 ASN JOURNALS, MEETING, AND JOB BOARD**

Learn how to advertise within ASN's four journals, become an exhibitor or sponsor at ASN's annual meeting, NUTRITION, and place your job opening on ASN's popular job board.



# ADVERTISE ON NUTRITION.ORG

100,000

PAGE VIEWS PER MONTH



72,000

VISITORS PER MONTH

Choose from several locations for your digital ads on nutrition.org, The American Society for Nutrition's website informs members and the public at large about the Society and developments in the field of nutrition. Place your advertisement on our front page or other highly visited pages. With designated pages for graduate programs, upcoming events, and more, there is valuable space for your advertisement on nutrition.org.

## DIGITAL AD ON NUTRITION.ORG

Purchase one of three rotating ad spots available on the most prominent nutrition.org locations including the front page Publications page, and Graduate Program Directory (for graduate programs only; see page 5). The ad will link to your desired location.

### Design Specs:

[Front page](#): 300x250px, jpg, png, or gif file

[Publications page](#): 300x250px, jpg, png, or gif

**Cost:** \$2,000 per page per month

**Metrics:** Clicks and Impressions

### FRONT PAGE:

### PUBLICATIONS PAGE:



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# ADVERTISE ON NUTRITION.ORG *(continued)*

## DIGITAL AD ON ASN BLOG POSTS

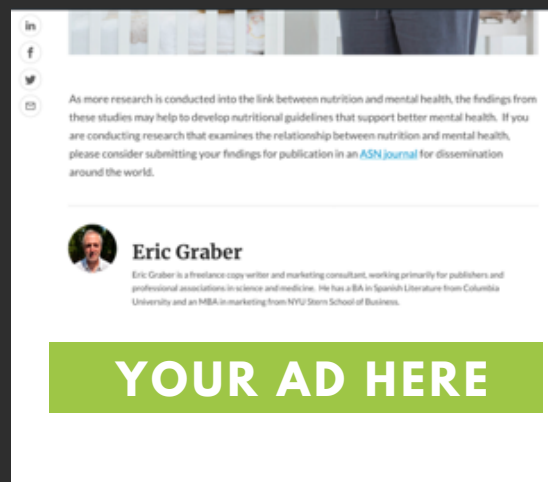
Highlighted across all of our social media channels, ASN's blog is the gateway to nutrition.org and features the latest nutrition research and popular nutrition information. Ads are displayed in one location at the end of each article. Purchase one of three ad that rotate. Display duration is one month.

**Design Specs:** 728x90px, jpg, png or gif

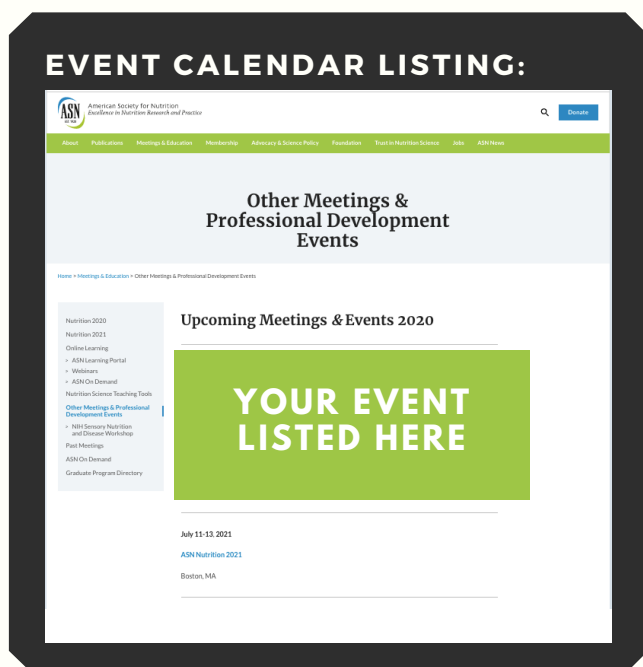
**Cost:** \$3,000 per month

**Metrics:** Clicks and Impressions

### ASN BLOG POST:



## EVENT CALENDAR LISTING:



## EVENT CALENDAR LISTING

Approved events are listed free of charge. Purchase an ad to upgrade your listing on ASN's popular [event calendar page](#).

**Specs:** Advertiser provides event information to include name of event, location, date/times, website address. If purchasing space for logo, it should be in png, jpg, or gif format, 728x90px.

**Cost:** \$500 for text only and \$750 for event logo and text

**Metrics:** ASN will provide impressions at the conclusion of the event at the advertiser's request.



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# ADVERTISE ON NUTRITION.ORG *(continued)*

## GRADUATE PROGRAM DIRECTORY\*

*\*EXCLUSIVE OPPORTUNITY FOR NUTRITION GRADUATE PROGRAMS*

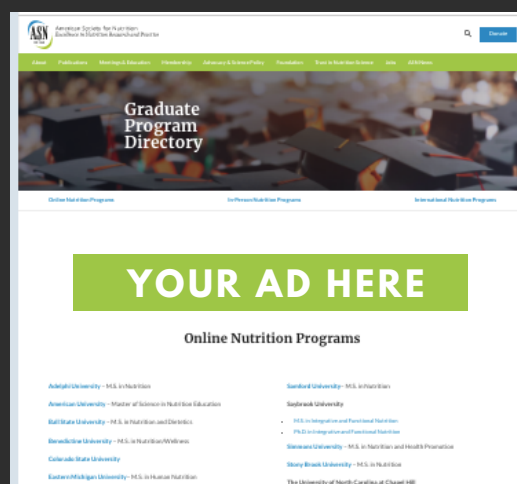
ASN's [free directory](#) of graduate programs in nutrition is one of the most visited pages on nutrition.org. Programs are listed free of charge. Complement your listing with an ad on the page to attract potential students and faculty.

**Design Specs:** 728x90 jpg, png, or gif

**Upgrade Directory Listing with Ad:** \$1,500 per month

**Metrics:** Clicks and Impressions

## GRADUATE PROGRAM DIRECTORY:



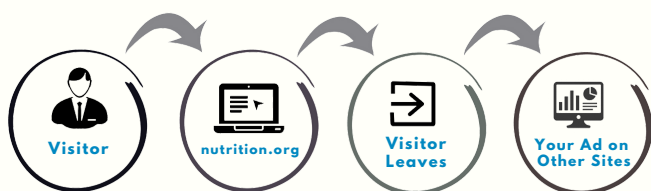
## AD RETARGETING FROM NUTRITION.ORG

Reach ASN's audience after they've left nutrition.org and redirect them to your site. Get your message to the right audience when they're browsing the web by displaying your ad on third-party sites to people who have visited nutrition.org (if the user's cookies are enabled). Target visitors of specific nutrition.org pages or in certain geographic regions. Cost varies because each campaign is custom.

**Cost:** \$1,000 - \$8,000

**Specs:** 3-4 ads in standard web advertising dimensions available. For a full list of options visit [nutrition.org/advertising](https://nutrition.org/advertising).

**Metrics:** Advertiser will have access to a dashboard to see metrics in real time.



# ASN EMAIL DISTRIBUTION

ASN is the professional home to over 8,000 members. Advertise with us in our monthly newsletter or with a focused eBlast to a select audience within our network.

## ASN MEMBER eNEWSLETTER, Nutrition Notes

Reach ASN members in their monthly Society newsletter. This newsletter is distributed to over 8,000 members via email on the third Thursday of each month and is ASN's primary communication for informing members about the Society and developments in the field of nutrition.

Advertisements are located in the body of the email.

**Cost:** \$2,500 per newsletter

**Design Specs:** 728x90px, jpg, png, or gif

**Metrics:** Number of Recipients, Open Rate, Click-through Rate

*Frequency discounts available.*

*Call for details.*



## SPONSORED EMAIL TO ASN MEMBERS

Purchase a sponsored e-blast and ASN will send an email focused exclusively on your organization to a select audience within our network. This is a great way to get direct exposure and access to a target demographic. Advertiser provides text and images and ASN will design the layout. Only 2 emails are available per month.

**Cost:** \$5,000 per email

**Specs:** ~750 words. Max of 4 images.

**Metrics:** Open Rate, Click-through Rate



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# ASN MEMBER DASHBOARD

ASN's 8,000 members log in to their [member dashboard](#) to get access to benefits and renew their membership. Purchase an advertisement on the Member Dashboard login page and reach your targeted audience. Place an image that links to your desired location.

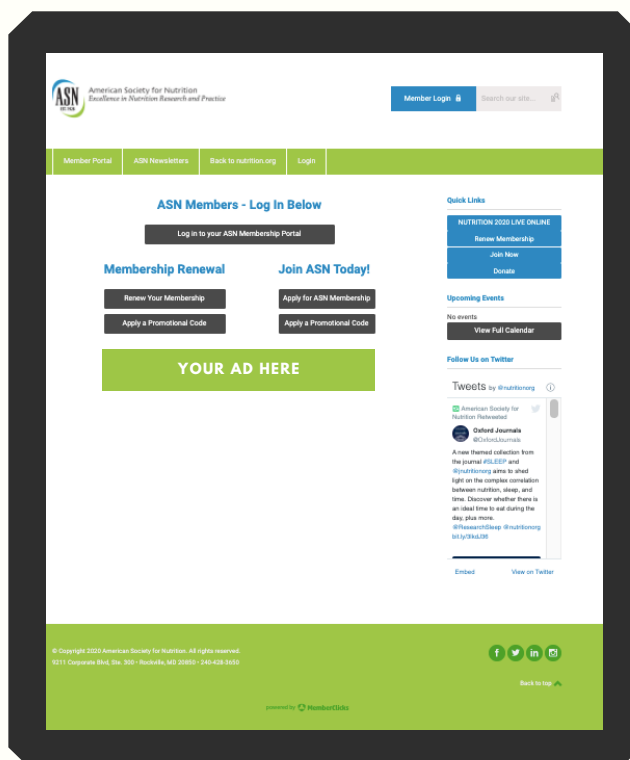
## MEMBER DASHBOARD

Ads will appear on the member dashboard in designated space detailed in this image. The ad will link to your desired location.

**Cost:** \$2,000 per month

**Design Specs:** 700x300 px, jpg or png format

**Metrics:** Detailed metrics are not available. Advertiser may track clicks through their own Urchin Tracking Module (UTM).



# OTHER OPPORTUNITIES

## Journals of the American Society for Nutrition

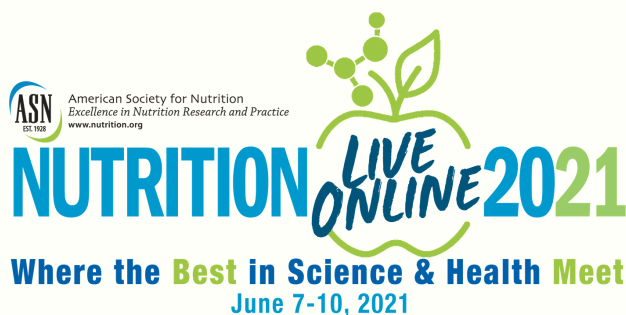
The *Journal of Nutrition*, *The American Journal of Clinical Nutrition*, *Advances in Nutrition*, and *Current Developments in Nutrition*, [ASN's 4 journals](#), are published by Oxford University Press (OUP). ASN Journals are at the forefront of nutrition research. Advertising in print and online versions of the journals is managed by OUP.

Learn more about advertising in the journals [HERE](#).



## NUTRITION, ASN's annual meeting

ASN's annual meeting, **NUTRITION**, draws a global audience of experts in the field of nutrition. *Held over the course of 4 days, the meeting provides opportunities for presentation of original research, networking, continuing education credits, and a diverse exhibit hall.* [Click here](#) to learn more about how you can be a part of **NUTRITION**.



## ASN Job Board

The ASN Job Board is available for members and their companies, professional employment recruiters, and non-members for soliciting new employees. Visit [jobs.nutrition.org](https://jobs.nutrition.org) to learn more.

**Customized Packages are available. Contact Griff Courtney, Director of Engagement and Business Development for details at 301-250-5958 or [gcourtney@nutrition.org](mailto:gcourtney@nutrition.org).**

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