

S.O. CONNECTED



MAGAZINE ADVERTISING pg 1 of 3

Reach over 1,500 healthcare foodservice professionals in the quarterly publication they truly value – a unique industry resource tailored to the only association of its kind.

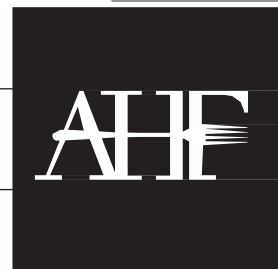
AHF Membership is required to advertise.

2018 Editorial & Advertising Schedule:

<i>Advertising Deadline</i>	<i>Issue</i>	<i>Focus</i>
February 15, 2018	Volume 9/Issue 3 (Spring, 2018)	Healthy Food/Healthy Planet
May 15, 2018	Volume 9/Issue 4 (Summer, 2018)	Amazing Chefs
August 15, 2018	Volume 10/Issue 1 (Fall, 2018)	Membership: Unsurpassable Benefits
November 15, 2018	Volume 10/Issue 2 (Winter, 2018/9)	Major Foodservice Trends

2018 Advertising Rates – 4 Color:

<i>Frequency</i>	<i>4 Issues</i>	<i>3 Issues</i>	<i>2 Issues</i>	<i>1 Issue</i>
Two-Page Spread	\$18,000.00	\$15,000.00	\$10,000.00	\$5,000.00
Inside Front or Back Cover Ad	\$13,000.00	\$10,500.00	\$7,000.00	\$3,500.00
Full Page Ad	\$11,000.00	\$9,000.00	\$6,000.00	\$3,000.00
Half Page Ad	\$7,000.00	\$6,000.00	\$4,000.00	\$2,000.00
One-Third Page Ad	\$6,500.00	\$5,250.00	\$3,500.00	\$1,750.00
One-Quarter Page Ad	\$5,500.00	\$4,500.00	\$3,000.00	\$1,500.00
Advertising Insert or Poly Bag	TBD	TBD	TBD	TBD



Advertising conditions

- There are a limited number of advertisements available per issue.
- Variety of ad sizes available (see chart below).
- Discounts apply for multiple issue advertisements.
- Design services available on per hour basis.
- Rates are subject to change without notice.
- The publisher reserves the right to refuse any advertisement at any time which does not meet its standards.
- All files are subject to review by our staff for printing or technical issues.

Dimensions:

One-Quarter Page Ad	3.5" x 4.75"
One-Third Page Ad	2.5" x 10"
One-Half Page Ad	7.5" x 4.75" (horizontal)
One-Half Page Ad	3.5" x 10" (vertical)
Full Page Ad	7.5" x 10" (without bleed)
Full Page Ad	8.5" x 11" (add additional .125 inch for bleed)
Inside Front Cover	8.5" x 11" (add additional .125 inch for bleed)
Inside Back Cover	8.5" x 11" (add additional .125 inch for bleed)
Two Page Spread	17" x 11" (add additional .125 inch for bleed)

Premium Ad Placement

For 20 percent more than the ad rate for your insertion level, you can have your company featured in the inside front cover or inside back cover of the magazine. For 15 percent more than the ad rate, secure placement in the first five pages of the publication or specify placement of right-side page or left-side page. (Advertising space is limited so premium placement will be sold on a first-come, first-served basis).



Specifications and Methods of Delivery:

- File Requirements Via Internet (preferred) - JPG, PDF, TIFF or EPS.
- Only use Type1 fonts –no TrueType fonts or font substitutions. Images should be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 450 dpi. If images have been enlarged in a page layout program, the dpi must be between 300 and 450 at their final, scaled measurement.
- Line art or 1-bit images must be at least 800 dpi at their final scaled measurement. Do not nest EPS file into other EPS files. File should include standard trim, bleed and crop marks, 1/2" outside trim (no marks included in the live image area).

Files can be sent to:

advertising@healthcarefoodservice.org

or

AdvertisingSales
8400WestparkDrive,2ndFloor
McLean,VA22102
703-662-0615
703-995-4456(fax)
advertising@healthcarefoodservice.org
www.healthcarefoodservice.org

Other Services to Advertisers:

Editorial reprints are available. Contact the Director of Sponsorship and Advertising Sales for pricing at sponsorship@healthcarefoodservice.org or by phone at 703-662-0615.

Cancellation Policy:

Contracts and orders for insertion are due by the closing date of the issue and cannot be cancelled after that date.

**AHF reserves the right to refuse any advertisement we believe is incompatible with our mission. We also reserve the right to refuse any advertisement we deem competitive or contrary to the best interests of the association. Advertiser and its agency accept full responsibility for the content of all advertising and holds AHF free and clear from any claims, liability or damages arising out of the advertisement or on behalf of advertiser.*

S.O. IN THE KNOW

E-NEWSLETTER ADVERTISING



AHF's e-newsletter is a great way to reach over 1,500 food and nutrition professionals and their suppliers every month.

E-newsletter Advertising Rates:

Premium Placement

6 Issues	\$9,625
12 Issues	\$12,300

Preferred Placement

Per Issue	\$700
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Premium Placement:

- Offered on a 6 month (\$9,625) or 12 month (\$12,300) contract.
Ad will be placed at top of newsletter.
- Advertiser has first right of refusal and must confirm intent to renew 90 days prior to current advertising contract expiration.
- If there is no renewal, another Premium advertiser may submit contract.

Sponsors of AHF's e-newsletter will be presented in both text and graphic display to ensure members know the sponsor[s] and can connect to their web site[s] whether or not they can see the graphic. All graphics will be sized at 550 x 180 pixels.

Advertisements may be changed each month if ad is submitted by deadline. See chart for advertising deadlines.

Preferred Placement:

- Offered on a month-to-month contract only.

Advertising Deadline	Issue
January 6	January
February 3	February
March 2	March
April 4	April
May 4	May
June 3	June
July 5	July
August 3	August
September 2	September
October 4	October
November 3	November
December 2	December

File and Delivery Specifications:

550w x 180h Pixels | GIF or JPG | Less than 15 Kbytes
Background should be white

Also include company name and URL in this format:
<http://www.company.xyz> Files can

be sent to:

advertising@healthcarefoodservice.org

or

Advertising Sales
8400 Westpark Drive, 2nd Floor, McLean, VA 22102
Phone: 703-662-0615 | Fax: 703-995-4456

All payments are due upon submission. All files are subject to review by our staff for printing or technical issues.

AHF Membership is required to advertise.

www.healthcarefoodservice.org

