

# Sponsorship Prospectus

## Renal Dietitians

June 2020-May 2021

a dietetic practice group of the  
**eat right.** Academy of Nutrition and Dietetics



The Renal Dietitians Dietetic Practice Group (RPG) of the Academy of Nutrition and Dietetics is the premier renal nutrition organization, with over 2,000 members nationwide. RPG represents Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) who provide renal nutrition therapy interventions and nutrition education/counseling in:

- dialysis facilities
- freestanding clinics
- hospitals
- private practice
- community education

### **Our Mission**

Empowering members to be the nation's leaders in nephrology nutrition.

### **Our Vision**

RPG members are the valued source of expertise in nephrology nutrition.

### **Strategic Priority Areas**

**Goal 1:** Offer leadership, legislative direction and educational resources to help members provide quality renal nutrition therapy.

**Goal 2:** Promote continuing professional education programs for renal dietitians.

**Goal 3:** Serve as an information resource for those who specialize and work in renal nutrition.

### ***Reach an Influential Group of Renal Nutrition Leaders and Professionals***

RPG offers a variety of advertising opportunities via different media and can work with you to customize a level of sponsorship that meets your company's advertising needs. Showcase your brand and product to thousands of renal dietitians and nutrition professionals!

## 2020-2021 Sponsorship Opportunities: In Print

### Publication in Print

The *Renal Nutrition Forum* is a peer-reviewed publication of the Renal Dietitians Practice Group of the Academy of Nutrition and Dietetics. It reaches over 2,000 renal and related nutrition professional members in every issue. These nephrology and nutrition professionals influence the nutrition management and care of patients and clients in all stages of chronic kidney disease. They utilize their expertise and skills in many different settings which may include: hospitals, specialty clinics, outpatient clinics, and private practice and interact with primary care physicians, nephrologists, nurses and other medical professionals every day.

The *Renal Nutrition Forum* has been a vital tool for renal professionals and patients since 1980. It is an excellent publication venue for advertising the products of your company to focus on the target audience. It's the "Go To" publication for the latest in clinical, patient and product information when it comes to managing chronic kidney disease, diabetes, cardiovascular disease, etc.

SPONSORSHIP OPPORTUNITIES	PROJECTS	COST
<b>Advertisement Options</b>	Options include sponsorship of an entire issue. Or, choose inclusion of ¼- page, ½- page or full-page ad. May be one or two pages, single or double sided.	<i>Discount for multiple issues.</i>
	Full Page Interior	\$6,800 (\$16,320 x 3 issues)
	½ Page Interior	\$4,488 (\$10,770 x 3 issues)
	¼ Page Interior	\$2,200 (\$5,280 x 3 issues)
	½ Page Back Cover	\$5,000
	Full Page Interior –2-sided (1-side color & 1-side black & white)	\$11,000
<b>Advertisement Options</b>	Sponsorship of an entire issue includes the company's ad or insert and logo on the back cover (with no competing ads).	\$13,000
<b>Educational Insert</b>	Stand-alone 1-page, double-sided & includes company, web address, and references as appropriate. Subject to review/approval by RPG/Academy.	\$6,800
<b>Educational Webinar (Live or Pre-recorded)</b>	RPG's 1-hour webinars are developed to provide members with continuing education credits. Sponsorship would include sponsor logo and recognition at onset and conclusion of presentation. RPG will provide speaker, topic and advertisement of webinar via website, eblast, social media and event calendar.	\$1,500

*Ad Specifications: High resolution PDF, JPEG, TIF or EPS files. If EPS, please ensure all text is converted to outlines.*

*Prices subject to change as of June 1, 2021.*

<b>Publication in Print: Deadlines</b>		
RNF Issue	Ad Submission Deadline	Expected Delivery to Member
Fall	July 1	September 1
Winter	October 15	January 8
Spring	March 15	May 1

## 2020-2021 Sponsorship Opportunities: Online

### Website Advertising

The opportunity to promote your product on our website to be viewed by hundreds of renal nutrition professionals each month on [www.renalnutrition.org](http://www.renalnutrition.org).

#### Rotating Website Ad:

- Viewed by both member and non-members
- 1-month or 3-month intervals

#### Non-Rotating Website Ad:

- Viewed by both members and non-members
- 6-month or 1-year intervals

### E-blast Messages/Advertising

The opportunity to send an E-blast message to over 2,000 renal RDNs nationwide (subject to Academy review/approval) Includes 1 click-through link to your website.

### Current Year Website Statistics

**311** - Average Daily Number of Visitors; **9,328** - Average Monthly Number of Visitors; **209** - Average Daily Unique Page Views; **6,285** - Average Monthly Unique Page Views; **101** - Average Daily Returning Views; **3,043** - Average Monthly Returning Views

SPONSORSHIP OPPORTUNITIES	PROJECTS	COST
<b>Website:</b> <a href="http://www.renalnutrition.org">www.renalnutrition.org</a>	Post your industry logo, rotating ad or non-rotating ad with hyperlink to your website. Viewed by members & non-members.	
	Company logo on members-only home page for 12 months	\$1,000
	Rotating Website Ad	1 month or 3 month intervals: \$100/month
	Non-Rotating Website Ad	6 month or 1 year intervals: \$1,250 for 6 months & \$2,400 for 1 year
<b>Dedicated e-Blast</b>	Stand-alone message up to 500 words with click through link to your website and your logo to all RPG members (subject to RPG/Academy approval). Includes receipt of metrics (open/read rate and click through rate).	\$2,500
<b>Dedicated e-Blast with Survey</b>	e-Blast with survey link (subject to RPG/Academy approval). Survey results for company internal use only. Includes receipt of metrics (open/read rate and click-through rate).	\$3,500
<b>E-Updates</b>	Sponsor a monthly electronic update to RPG members that includes your logo and content up to 250 words with a click-through to your website (subject to RPG/Academy approval).	\$2,000

SPECIFICATIONS	
* 500 pixels wide by 175 pixels tall * File Formats: GIF or JPG (animated GIFs and Flash files are not accepted)	* File Size: 20kb or less * Insertion Dates: Sponsorship ads must be submitted two weeks prior to preferred “go-live” date.



**We look forward to the opportunity to work with you!**

Contact: [sponsorship@renalnutrition.org](mailto:sponsorship@renalnutrition.org)